THE BIG SURPRISE HIT OF 1935!

"THE CASE OF THE LUCKY LEGS"

with

WARREN WILLIAM
PATRICIA ELLIS

GENEVIEVE TOBIN • LYLE TALBOT • ALLEN JENKINS

BARTON MacLANE

A First National Picture

WARNER BROS.' CAMPAIGN PLAN

"SURE-FIRE ENTERTAINMENT"

IS M.P.DAILY'S FLASH VERDICT

ON PERRY MASON'S MOST

IMPORTANT "CASE"...

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Case of the Lucky Legs"

(Warners)

HOLLYWOOD, Sept. 15.—Smart dialogue supersedes the mystery in this murder yarn to make surefire entertainment. Warren William, in his familiar Perry Mason role, romps through the story treating all the others with clever impertinence.

Craig Reynolds, a crooked promoter, stages a series of leg contests, then clears out with all the cash, including the prize money of the winners. Patricia Ellis and Peggy Shannon, two of the winners, pursue him, as does Lyle Talbot, Miss Ellis' fiance, and Porter Hall, a store owner. William, engaged by Hall to find Reynolds, discovers his murdered body after Allen Jenkins locates his address. Keeping all suspects from the police, William eventually pins the crime on Hall after many exciting chases.

The direction of Archie Mayo, pointed for comedy, scores repeated laughs from the situations and lines.

The supporting cast, including Genevieve Tobin, Barton MacLane, Olin Howard and Henry O'Neill, play the piece lightly with Talbot the only character giving a straight performance.

Brown Holmes' and Ben Markson's screenplay from Jerry Chodorov's adaptation of Earle Stanley Gardner's story occasionally compares favorably with "The Thin Man."

The picture should be exploited for comedy value.

Production Code Seal No. 1,153. Running time, 75 minutes. "G."

EXPLOITATION

"THE CASE OF THE *Lucky Legs*"

YOUR SALES SLANT

We believe you'll be making a mistake if you play this as just another good mystery show. It's that all right, but its great comedy, unusual theme and smart treatment, overshadow the chill angle and move it right into the class of potential top grossers. Imagine a mystery in which the main clue is a pair of beautiful legs with most of the action revolving around a beauty contest to select America's most shapely stems. That's the big idea of the story and you can see the possibilities. Besides, it features Perry Mason, the most popular detective character of current fiction and was authored by Erle Stanley Gardner, whose following runs into millions. Remember that these two, plus Warner Bros., are the same combination that turned out "The Case of the Howling Dog" and you've got plenty to get hopped up about on "The Case of the Lucky Legs" — to help you pass your enthusiasm along to the customers.

ANIMATION FOR FRONT

This animated figure is for lobby or front. Pendulum swings leg back and forth, making it look as if Patricia Ellis is bending her knee. Order Still No. PE 541. Ten cents, please.

• *6-Day Contest Works in Lobby*

The 6-day contest which is shown on another page can easily be transformed into a lobby contest. So if paper nixes stunt, or you'd rather work it as a smaller idea, remember your lobby!

• *Three Radio Announcements*

1-MINUTE RADIO PLUG

(*Cutting into sustaining program*)

ANNOUNCER: Ladies and gentlemen. We interrupt the program at this time to bring good news to all who enjoy good motion pictures. The Strand Theatre is now showing the First National comedy mystery, "The Case of the Lucky Legs," featuring Warren William, Patricia Ellis and Genevieve Tobin, and boasting of a tremendous supporting cast including Lyle Talbot, Allen Jenkins, Peggy Shannon and many others. Mystery, comedy, romance—the picture has everything you'd want in a movie. For plenty of excitement and laughs, I suggest "The Case of the Lucky Legs." See it now at the Strand Theatre.

1-MINUTE RADIO PLUG

(*News ticker*)

ANNOUNCER: Flash! Frank Patton, well known promoter, has been murdered. Last evening he conducted a "Lucky Legs Contest" and got into an argument with the girl who won. This morning he was found in his bedroom, slashed by a surgical knife. The police are baffled, but that lawyer-sleuth, Perry Mason, is working on the case. You know that he solved, "The Case of the Howling Dog" and "The Case of the Curious Bride," and now he's up against his toughest assignment, "The Case of the Lucky Legs." Don't miss Warren William as Perry Mason in the First National hit, "The Case of the Lucky Legs," with Patricia Ellis, Genevieve Tobin and many others. See it tonight at the Strand Theatre.

½-MINUTE RADIO PLUG

ANNOUNCER: Here's news for all you mystery fans. Perry Mason is back. The man who solved "The Case of the Howling Dog" and "The Case of the Curious Bride" is here with another mystery for you to solve. Yes, Warren William is at the Strand Theatre in his newest and most baffling picture, "The Case of the Lucky Legs." Patricia Ellis and Genevieve Tobin support him in his greatest mystery role. Don't miss the First National smash hit, "The Case of the Lucky Legs," playing now at the Strand Theatre.

• *Noise Machine Measures Laughs*

The New York Strand is planning to use this stunt: City is conducting an anti-noise campaign, and the theatre is going to borrow one of the noise-measuring machines to set up in theatre during run of comedies. If your town is conducting one of these campaigns, borrow or fake a noise-measuring machine to sell laugh angle of show. Here are a couple of publicity stories, if you decide to try the stunt:

Anti-Noise Committee Will Measure Laughs At Strand

The Toledo Anti-Noise Committee has decided to measure the audience laughs coming from the Strand where "The Case of the Lucky Legs" is playing.

According to passersby, the laughter emanating from the theatre adds considerably to the city's already heavy din. Therefore the Committee has decided to determine this evening whether or not the theatre is responsible for undue noise, during the showing of its pictures.

Mr. ....., Manager of the ..... Theatre, claims that he can not be held responsible for the laughs, and places the blame on the audiences and Warner Bros., the producers of "The Case of the Lucky Legs."

Strand Theatre Reported Noisiest Place In Town

The ..... Theatre is the noisest place in town, according to the Anti-Noise Committee's findings.

Last night they set up their noise detector in the auditorium of the theatre during the showing of "The Case of the Lucky Legs," and found that the laughing of the audience exceeded the noise made by traffic on Main Street.

The Committee decided not to take action against the theatre, however, since the sound-proof construction of the theatre make it impossible for more than a minute fraction of the laughter to be heard in the street.

• *If Shoes Fit, Patron Wins 'Em*

For store or lobby, Cinderella stunt might work. You promote a coupla pairs of shoes that are unusually sized. Then place 'em in lobby, offering femme patrons a chance to try 'em on. First person who can get into shoes wins them.

GAG WAITRESS RACE

How about a gag race for waitresses? The gals have to run around the block with loaded trays, as shown. We know the stunt's been used before—but thought it might work in with your lucky legs angle.

• *'Lucky' Tokens in Lobby Display*

Under rabbit's foot caption reads: "Guaranteed to bring you luck when you're running to catch a train." Caption for horseshoe reads: "Hang loosely over door. When wolf comes it'll fall on his head and kill him." Under four leaf clover: "When you find one of these, you're getting one more leaf than you should. Isn't that luck enough?" Then you have a still of Patricia Ellis with caption: "She's good luck to Warren William. See her help him solve 'The Case of the Lucky Legs'."

• *"Lucky Legs Track Meet" At School*

In addition to the routine stunts of distributing blotters, bookmarks and scratch pads to the youngsters, you might organize a "Lucky Legs Track Meet" with regular track events and gag stunts. Ducats will make good prizes, and your sponsoring of the event should net a bit of publicity. If you like—here's how:

1. 50, 100, and 220 yard dash, and a quarter mile relay.
2. High jump, running and standing broad jump.
3. An obstacle race.
4. Potato race, rope skipping contest and three-legged race.
5. Greased pole contest, with youngsters trying to get Warren William still at the top.
6. Kicking conest, with entrants divided according to classes.
7. Leap frog race for those under 10 years.

EXPLOITATION

"THE CASE OF THE *Lucky Legs*"

"Lucky Legs" of Twelve Famou

Twelve women, including feminine stars of film world, whose "lucky legs" helped them to fame are the basis of this six-dayer. Readers are asked to identify femmes from masked stills and hints printed beneath. Six illustrations available in one unit. Order Mat No. 501–50c.

(1st Day Publicity)

Identify These Lucky Legs And Win Theatre Tickets

A—Famous tennis player . . . Defeated Helen Jacobs the last time she played in the National Women's Championship at Forest Hills . . . Married man whose last name begins with M.

B—Danced her way to movie fame in "42nd Street". . . Married to the man who has been called "The World's Greatest Entertainer" . . . Will appear shortly in a picture with Dick Powell.

Do you believe in luck?

Most people do, even when they won't admit it.

Some girls are born beautiful—they can't claim any credit for it—and that's lucky or unlucky, depending on circumstances. Other girls are born with musical talent, or artistic ability, or a lot of charm and personality. Still others are born with the kind of legs that carry them to fame and fortune.

Now even if you don't believe in luck, here's one thing you can believe:

If you're lucky enough to be able to name the 12 girls whose lucky legs form the basis of a new and unusual contest that starts in the .....(newspaper) today, you'll be the guest of this newspaper at the .....Theatre on ..... to see Warren William in the most exciting of Erle Stanley Gardner's "Perry Mason" stories. It's the First National picture "The Case of the Lucky Legs," which critics everywhere hail as 1935's successor to "The Thin Man." It contains within itself a beauty contest in which scores of Hollywood's most beautiful girls compete for the honor of having the most beautiful legs.

Here's the contest:

Pictured above are two masked figures, each of which is a photograph of an internationally famous young woman. You've seen their faces and names many times in your newspaper. But probably you have never paid any attention to their legs. That's where most of you Contest Fans are unlucky. So the Lucky Legs Contest Editor has decided to help you, and directly under the picture he has printed a number of hints, which you should be lucky enough to use.

Tomorrow another pair of figures will be published, and another pair daily until all six sets have appeared.

When you have solved the last one, rush the twelve names—be sure to mark your answers clearly to show you know which names belong to the particular figures—to the Lucky Legs Contest Editor of the .....

The first 50 most nearly correct lists of answers received will each win two tickets.

Out of town contestants will be judged by time and date stamped on the envelope by their local postoffice.

The names of the winners will be published as soon as the judges hand down their decisions.

This contest was inspired by an incident of the play, tickets to which form the prizes for lucky fans.

In the film, Patricia Ellis enters the beauty contest and wins it, much to the disgust of her fiance, a part played by Lyle Talbot.

Of course Perry Mason sets everything right when he discovers who killed the beauty contest promoter, of whose murder Talbot was accused. It's very funny as well as exciting, and there is as much comedy as there is excitement in the film.

Now study the pictures and the hints underneath them. Cut out the pictures and keep them until you have all six sets. Then turn on the speed, and if you're lucky enough to be among the first fifty who send in the correct names, you'll have one of the laughingest and exciting evenings in your experience as a Movie Fan.

(2nd Day Publicity)

Theatre Tickets For Lucky Legs Contest Winners

The two young women hiding behind the masks in the accompanying picture, are the owners of very lucky legs, on which they have traveled far along the road to fame and fortune.

You should know who they are. If you don't, the hints published under the pictures will help you. The rest is up to you.

If you would like to take an escort to the ..... Theatre and see "The Case of the Lucky Legs," which opens there on ....., as guests of this newspaper, you'll try to identify the figures, as well as those of the four other sets still to be published.

Two tickets will be awarded to each of the first fifty ..... (newspaper) readers who send in the most nearly correct lists of names of the 12 young women whose lucky legs form this new contest.

The first set appeared in the ..... (newspaper) yesterday. The third will appear tomorrow with the remaining three sets to follow daily.

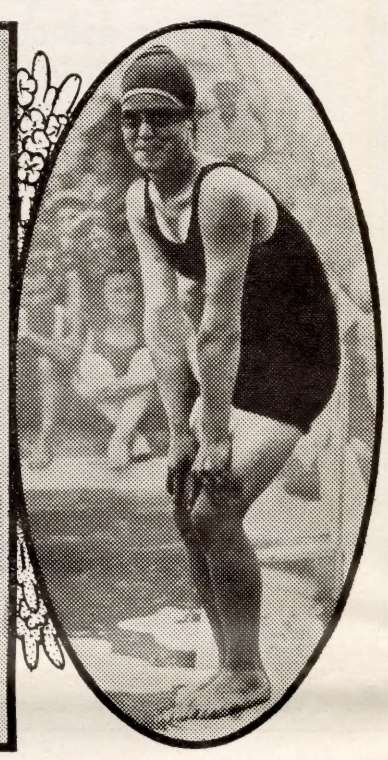
When you have identified all 12 of the figures, rush your answers to the Lucky Legs Contest Editor of the ..... (newspaper).

Do not send in your answers until the entire series has been published. The winners will be announced as soon as the judges hand down their decisions.

(3rd Day Publicity)

Five Judges Are Selected For Lucky Legs Contest

A—First name is that of a spice . . . Starred with Joe E. Brown in "A Very Honorable Guy". . . One of the screen's great dancers . . . Now a team-mate of Fred Astaire.



B—First woman to swim the English Channel . . . Had a song written about her . . . First Name is Gertrude.

The five judges who will select the 50 ..... (newspaper) readers who are winners in the Lucky Legs Contest have been chosen by the Contest Editor. They will start judging the lists submitted as soon as the contest closes, and will also be honor guests at the ..... Theatre where the prize winners will see Warren William, Patricia Ellis, Genevieve Tobin and an all star cast in the most thrilling of all Erle Stanley Gardner's "Perry Mason" stories, "The Case of the Lucky Legs" which opens there on .....

The judges are: (name judges)

This is the third in a series of six tests in which ..... (newspaper) readers are asked to name the masked girls whose legs have brought them fame and fortune.

Three other sets are still to appear. When all have been published, rush the answers to the Lucky Legs Contest Editor of the ..... (newspaper). The first fifty most accurate lists of answers received will each win two tickets to the picture which has been the surprise hit of the year.

"The Case of the Lucky Legs" is said to be the "Thin Man" of 1935, because it combines so much comedy with the thrilling manner in which Warren William, as Perry Mason, discovers who murdered the crooked promoter of contest for the most beautiful legs and aids the winner, portrayed by Patricia Ellis, marry Lyle Talbot, her film lover.

All of this does not happen, however, until Talbot has been accused of murder and most of the other members of the cast suspected.

Now study the illustration and the hints the Contest Editor has supplied. You know who the young women are—just try to remember them and if you do, your own lucky legs may carry you to the ..... Theatre as a guest of this newspaper.

Even if you don't win, you'll have a lot of fun trying to identify the legs in this new contest that has already aroused the interest of hundreds.

(2nd Day Contest)

Free Theatre Tickets For 'Lucky Legs' Contestants

A—Married to Leslie Fenton . . . First danced on the screen in "Sweet Music". . . Most recent picture was "Dr. Socrates."

B—One of the greatest woman swimmers of all time . . . Attended Erasmus High School . . . Married to Arthur Jarrett.

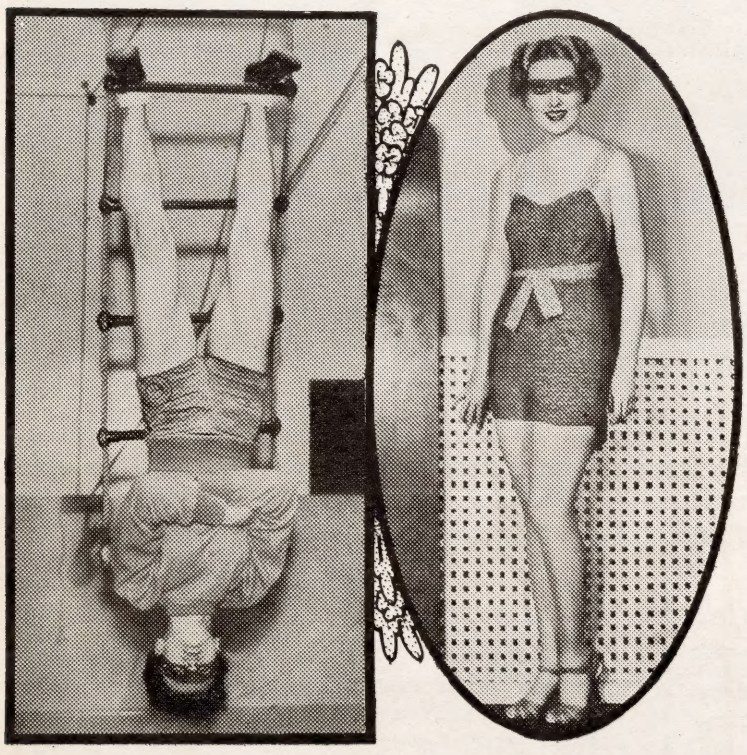
EXPLOITATION

"THE CASE OF THE *Lucky Legs*"

Women As A Six-Day Contest

(4th Day Publicity)

Scores of Movie Fans Seek Lucky Legs Contest Prizes



A—Outstanding woman athlete at the last Olympic Games . . . First name is the same as that of "The King of Swat."

B—Starring in "The Case of the Lucky Legs". . . Is blonde and recently appeared in "The Goose and the Gander" with Kay Francis.

There's something in the name of this new ..... (newspaper) contest for Movie Fans that has intrigued their interest to a far greater extent than usual, if the number of inquiries reaching the desk of the Contest Editor of the ..... (newspaper) is a criterion.

Yet there is no trick, or "catch," attached to the contest, which simply requires contestants to identify 12 young women who have attained world wide fame, and, in many instances, fortune, because they were lucky enough to have the right kind of legs.

Some of them are runners, others are swimmers or champion athletes of some kind. Others are dancers. All of them, however, are entirely familiar to every newspaper reader, most of whom could instantly identify them if the masks were removed from their faces.

Nevertheless, 50 lucky ..... (newspaper) readers who send in the first 50 most nearly correct lists of answers are going to attend the ..... Theatre to see the surprise picture hit of the year which inspired this contest, "The Case of the Lucky Legs," which opens on .....

In the film, which is the most exciting of Erle Stanley Gardner's "Perry Mason" stories, a crooked promoter runs a beauty contest, in which dozens of Hollywood's most beautiful girls participate. Charming Patricia Ellis is named as having the most beautiful legs, and the mysterious murder of the promoter who had skipped with the prize money, starts Warren William, in the role of Perry Mason, off on a series of adventures comparable only to that unusual picture hit "The Thin Man."

Now the Contest Editor has selected 12 young women, all of whom are internationally famous, and asks Movie Fans to identify them by their legs.

This might be too difficult, so the Contest Editor has practically told the answers in hints that appear directly under the pictures.

All contestants need do is see, first, if they recognize the legs; second, read the hints and use their memories.

When all six sets of pictures—this is the fourth—have been published, the answers should be rushed to the Lucky Legs Contest Editor of the ..... (newspaper).

Because speed counts as well as accuracy, out-of-town contestants will be judged according to the time stamp on the envelopes in which their replies are mailed.

(5th Day Contest)

Valuable Prizes If You Can Identify The Girls

A—Famous tennis player . . . name is the same as that of the last woman who defeated her in the U. S. Women's Championship.

B—Considered the greatest dancer of our age . . . Created "The Dance of the Dying Swan."

(5th Day Publicity)

There Is Still Time To Try For Lucky Leg Prizes

You should recognize these legs.

One pair belonged to the greatest dancer of the age—the other pair to one of the world's greatest women athletes.

If the young women whose legs are shown here wore no masks, everyone would know them. But then there would be no contest, and that would be unlucky for the 50 ..... (newspaper) readers who are going to win two tickets each to see the First National picture "The Case of the Lucky Legs" which opens on ....., with Warren William, Patricia Ellis, Genevieve Tobin and an all star cast.

All you have to do win the prizes is to be one of the 50 Movie Fans whose lists are among the most accurate submitted.

This is the fifth in a series of six daily contests, but there is still plenty of time to enter. Tomorrow, however, when the last set is published, all contestants will have to work fast, because the time in which the answers are received counts equally with the correctness of the replies.

These prizes are well worth winning, for "The Case of the Lucky Legs" is based on the most thrilling of Erle Stanley Gardner's best selling Perry Mason stories.

For the third time Warren William portrays the lawyer-detective "Perry Mason" the film character of which he created.

Mason uses his remarkable detective ability to untangle the many tragic, as well as ludicrous situations that ensue when the beauty contest promoter is killed, a murder of which many of the cast ars suspected.

It is one of those unusual pictures which occasionally astonishes the motion picture industry, combining robust comedy with thrilling action, mysterious situations and charming romance.

(Last Day Publicity)

Last Chance To Win Prize In "Lucky Legs" Contest

A—Acknowledged to be the greatest woman golfer in the world . . . English . . . Recently came to America on a golf tour.

B—First appeared on the screen in "King's Vacation" . . . Wins the Lucky Leg Contest in "The Case of the Lucky Legs."

Here's your last chance, Movie Fans, to win free theatre tickets as "Lucky Legs" Contest prizes.

There are 50 awards in all, so if you have been really trying to win this contest, and have had any luck identifying the legs which carried their owners to fame and fortune, all you need do is act quickly enough to be among those who send in the first most nearly accurate lists of answers.

Look at the picture and see if the legs tell you anything. Pay no attention to the masks on the faces. They are put there for a purpose. Concentrate on the legs, and if you can't recognize them, study the hints the Contest Editor has given you.

As soon as you know the names of the young women and the names of the ten other young women whose pictures have been shown during this contest, rush the answers to the Lucky Legs Contest Editor of the ..... (newspaper).

Hundreds of movie fans have been working all week on this contest and having a lot of fun doing it. In many cases, the Contest Editor has practically told the name of the owner of the legs. In every case, she is a nationally known character who is willing to admit that she owes much of her success to her legs.

Legs, after all, are far more important than is generally recognized. Many a great baseball player has passed out of the picture because his legs failed in an emergency. Prize fighters, dancers, and athletes are only as young as their legs, and even business and professional people depend greatly upon the strength of their legs for their success. All of the 12 young women whose pictures have been published have been lucky in their legs.

The Movie Fans who win this contest are also lucky, because they are going to have one of their most thrilling evenings as guests of the ..... (newspaper) to see "The Case of the Lucky Legs" which opens at the ..... Theatre on .....

The first 50 most accurate sets of answers received will each win two tickets to this unusual film, which is the surprise hit of the year, 1935's successor to "The Thin Man."

Warren William again portrays the unique lawyer detective "Perry Mason," with Patricia Ellis and Genevieve Tobin in the leading feminine roles.

"The Case of the Lucky Legs" is based on the most exciting of Erle Stanley Gardner's "Perry Mason" stories, and is featured by a beauty contest in which dozens of Hollywood's most beautiful girls vie for prizes for having the most beautiful legs.

In the film Patricia Ellis wins the prize.

Now study the picture, and the hints, and rush in your answers.

ANSWERS

FIRST DAY

A. Helen Wills Moody
B. Ruby Keeler

SECOND DAY

A. Ann Dvorak
B. Eleanor Holme Jarrett

THIRD DAY

A. Ginger Rogers
B. Gertrude Ederle

FOURTH DAY

A. Babe Didrickson
B. Genevieve Tobin

FIFTH DAY

A. Helen Jacobs
B. Pavlowa

SIXTH DAY

A. Joyce Wethered
B. Patricia Ellis

EXPLOITATION

"THE CASE OF THE *Lucky Legs*"

SHOWMAN'S CORNER

Visel 'Rouses Interest With Beauty Contest Harry A. Visel of Newark's Bradford Theatre got some swell plugging for "Dames," which might work on your "Lucky Legs" campaign. He ran a beauty contest that was really tops. Contest ran on stage for seven nights, two girls being selected each night. By tieing up with leading merchants each night, and dedicating a night to each store, he was able to promote prizes worth $50 and more. The winning girls co-operated by appearing on a "Dames" float which toured the town. In addition, he promoted dresses from local merchants which the girls, in groups of six, wore in his lobby and in the mezzanine, thus getting a fashion show effect.

—Have You Seen "Midsummer Night's Dream"—

"Ushers' Week" Scores In Hadfield's House In Chicago, Manager Harry Hadfield of the B and K Belpark Theatre inaugurated an "Ushers' Week." During the week, each usher was made 'manager for a day' and given permission to introduce some innovation. One usher got a tie-up with a florist shop, and free roses were given to women patrons. Another ran a bathing beauty contest with all prizes promoted from local merchants. The week wound up with a kid matinee on Saturday, with free ice cream and candy given to the youngsters. Program was composed of selected shorts, and for another stunt, a bugle corps performed in the lobby. According to Manager Hadfield, "Usher Week" received a lot of advance publicity and went over in a big way.

—Produced by Max Reinhardt—

Student Journalists Get Plug For Collins Houston's Metropolitan Theatre manager E. E. Collins and publicity chief Bob Kelly pulled a honey during the run of "Black Fury" by tying in with the local school board and the high school journalism department on a review writing contest. The stunt was considered part of the regular classroom assignment by the instructors, who picked out the five best reviews from each school and handed passes to the winners. Paper, school and theatre co-operated in choosing the final winners. Plenty of publicity was given the contest, according to Kelly and Collins.

—From Play by William Shakespeare—

Epes Sargent Tells Value of Cut-Outs Variety's Exploitation Editor gives this advice to theatre men: Although many managers feel that poster cut-outs look cheap, there are many times when they're very effective and infinitely less expensive than hand work. One and three sheets are especially adaptable, especially when the edges are stained red or silver. For a touch that makes 'em look a little better, hand lettering does the trick, very often giving the impression of expensive work. Whatever your budget for lobby displays, it's worth your while to look over the posters before you decide to spend a lot of money on art work.

—Music by Felix Mendelssohn—

Swell Lobby Bally Reported by Epes Another idea from Epes Sargent is a theatre stunt involving a whistle which blew each time the door was opened. The trick was to attach a bicycle pump to the door in such a way that opening the door pushed the plunger down and forced air out of the nozzle. Rubber tubing stretched from the pump to the whistle. The whistle was located behind a cut-out, and people couldn't figure out what made it blow. Attracted a lot of attention, according to Epes.

Dealers' Windows . . . They're Yours Again

Ten specially posed stills of film's stars, carefully selected to make window tie-ups easy. Two of 'em, you'll notice, show leg-wear and are suitable for co-op ads. **Don't forget, stills can NOT be used for merchandise endorsements in any form.** They're yours for 10c each—or 90c for the set. Order by still number from: CAMPAIGN PLAN EDITOR, 321 West 44th Street, New York City.

• *Suspects, Knife in Lobby Display*

In lobby, a glistening surgical knife surrounded by stills of Warren William, Genevieve Tobin, Patricia Ellis, Lyle Talbot, Anita Kerry, Allen Jenkins and Peggy Shannon. Copy under it reads: "This knife killed Frank Patton, and one of these people is the murderer. Find out who it is by seeing 'The Case of the Lucky Legs,' coming to this theatre soon.

• *Folks Cross Line, Win Ducats*

If department store has a counter it wants to build up, they can offer a ducat to every thousandth leg that crosses a line on the floor in front of counter. Copy and display in store tells folks about Lucky Legs. Or maybe you'd prefer working it in your lobby, offering the ducats to every thousandth person passing through doors.

• *Catchline For Your Co-op Ads*

For your co-op ads, you might use this catchline: "These lucky legs are carrying their owners to Maxon's Bargain Counter." Ads carry drawings of crowds of legs hurrying along . . . . and your copy.

• *Arrange Mystery Mag Tie-up*

See if news-stand or magazine dealer will tie up on mystery mags. He supplies back numbers, you paste on plug and distribute 'em in lobby.

• *Contact Shoe, Stocking Stores*

Title of film suggest numerous leg tie-ups. Shoe stores and stocking shops should be easy, and you might be able to work up something with a drug store, using shoe powder, skin lotions and other care-for-the-leg preparations.

BLACK MASK TIE-UP

The facilities of the Black Mask Magazine tie-up are yours again on this film. For membership cards, posters, slides and for further information, address Campaign Plan Editor, 321 West 44th Street, N. Y. C.

• *Dancing School Gives Prologue*

Maybe you can get together with dancing school on this. They send over a few star pupils to present a prologue before your show. Might be a good idea to call it "Lucky Legs."

• *Exercises to Keep Legs Lovely*

Women always want to know how to improve their features. Here's a story on leg conditioning. For paper plant, theatre give-away or for beauty shop distribution. Illustration is Still No. PE 541—10c.

Patricia Ellis Tells How To Keep Legs Trim

"Proper exercising is necessary if you want to keep your legs trim and shapely," says lovely Patricia Ellis, star of "The Case of the Lucky Legs," now playing at the ..... Theatre.

"One of my favorite leg exercises," says pretty Patricia Ellis, "is to raise my knee as high as possible and extend my leg forward. I repeat this for about five minutes, changing from one foot to the other."

"Another exercise which is very helpful for leg and thigh muscles is 'bicycling.' You lie on your back, lift your legs and pedal as if you were on a bicycle."

• *Bands Dedicate Songs to Film*

Remember the song "Oh, Boy I'm Lucky?" Maybe you can revive it on the air and in night clubs, with a dedication to "The Case of the Lucky Legs."

• *Tell 'Em Gardner Wrote Story*

Film is based on the book "The Case of the Lucky Legs," by Earle Stanley Gardner. Book store might give you a display — your stills and plug along with copies of the original. Also, if you tell your editor, he might give you a break on the book page.

FREE RADIO SKETCH

Twelve minutes of the exciting mystery and hilarious comedy of film plus three minutes at beginning and end for picture plug. If you can use it, just write Campaign Plan Editor, 321 West 44th Street, N. Y. C., and we'll shoot back a copy for every member of the cast.

Introducing
THE GIRL WITH PERFECT LEGS

Here's a stunt suggested by the title and plot of this film. Idea is to find local town's girl boasting prettiest pair of legs. Complete set-up below shows how it can be done.

PAPER CO-OPERATES

Like the idea? If so, try it out on your local Ed. See if he'll play ball on the stunt, running contest details and entry coupons. He will of course act as one of the judges to select the 25 most beautiful pairs of legs from entrants' photos.

LINING UP MERCHANTS

Next thing to do, once you've contacted the paper, is to get hold of all merchants who sell evening slippers, shoes, galoshes and stockings. They offer prizes to the "Girl With Perfect Legs" — a couple dozen pairs of stockings and an assortment of shoes shouldn't be too hard to promote, especially when you promise stores offering prizes that you'll list prize doners in lobby.

SPEAK TO THE MAYOR

If Hizzoner will consent to act as one of the judges, this prestige will do a lot toward putting your stunt across. Perhaps he'll give the key to the city to "The Girl With Perfect Legs."

BANNER THE TOWN

You'll want the town's folks to know about this contest, so you'd better plan on ways of shouting the story 'round. One stunt would be to print up a lot of legs, surprinting 'em with a big question mark and copy reading: "Who is Ithaca's 'Girl With Perfect Legs?' Be at the Strand Theatre Wednesday at 8:30 and you'll find out."

A CO-OP AD PAGE

On the same day as the final judging, which you'll probably want for the premiere, try breaking merchant co-op ad. Heading to read: "Lucky Legs Are Carrying Their Owners to These Tremendous Bargains Today. Tonight They'll be at the Strand Theatre to See 'The Case of the Lucky Legs'," Maybe you can use photos of the 25 gals in the final running to illustrate page.

PROMOTING CARS

See if an automobile dealer will send a fleet of cars to pick up the 25 finalists and parade with them to your theatre. Banners on the cars, good looking gals inside 'em, should give you a nice flash.

PICKING THE WINNER

The 25 gals chosen from photographs march across the stage in front of the judges. Audience gets a chance to look 'em over and applaud the ones they like best. Judges decide by audience applause which gal has the Perfect Legs. Another way, used in the picture, is to have the curtain lowered so that audience sees only the legs of the contestants. Then, when winner is selected, curtain rises and shows the folks what the lucky gal looks like.

PARTY FOR THE WINNER

If you can promote enough food, you can invite reporters to a party in honor of the winner. Lobby or stage would be the place, with judges and rest of contestants as guests. Of course, if you've got enough food, the contestants can hand out pieces of cake and candy to your patrons.

BALLYHOOING WINNER

There are innumerable ways of ballyhooing the winner. Here are a few suggestions:

1. **See if store will give her a week's job as shoe or stocking model.**
2. **Get reporters to interview her, maybe running life story.**
3. **If she has any talent, give her a job singing or dancing throughout the run of picture.**
4. **Have her endorse products for co-operating merchants.**
5. **Get her to speak on the air, telling how it feels to be the winner.**

OTHER SUGGESTIONS

Of course we realize that there are loads of variations to this stunt, and countless other ways to make this gag a big one. We'll tell you one way of running the contest, however, that doesn't depend on newspaper co-operation for its success:

You get stores to print up coupons which they hand out with each purchase. A dollar purchase gives the customer 5 votes for the town's "Girl With Perfect Legs." Twenty-five girls with most votes are invited to appear in the finals on your stage. After that, the contest goes on as before.

(1st Story)

Town To Choose Its 'Girl With Perfect Legs'

Somewhere in (Name of city) are two legs that will bring fame and fortune to their owner. Some girl, for whom the (Name of paper) is searching, will win valuable prizes next week when she is selected as "The Girl With Perfect Legs." (List awards)

If you think you have pretty legs, just fill out the coupon below and send it to the Perfect Legs Contest Editor of this paper along with a recent picture of yourself. Make sure that your legs show on the snapshot, for the idea of this contest is to find the girl with the most beautiful legs.

The judges of this contest are (List names). They will choose photos of the 25 girls whom they think have the most beautiful legs in town.

These 25 girls will be guests of the ..... Theatre on ....., where Warner Bros.' "The Case of the Lucky Legs," starring Warren William, Genevieve Tobin and Patricia Ellis will be playing. Of these 25 girls, one will be chosen as this city's "Girl With Perfect Legs."

(2nd Story)

Hundreds Enter Troy's Perfect Legs Contest

Who is this city's Girl with Perfect Legs?

That's what the judges of the Perfect Legs Contest are saying. Hundreds of entries have already been received by this paper, and tonight at midnight the contest closes.

Prizes, fame and rewards await the winner, so if you haven't sent in your photo yet, fill out the coupon below and mail it, along with a picture of yourself, to the Perfect Legs Contest Editor of this paper. Make sure your legs show plainly in the photograph, for this is a search for the most beautiful legs in (Name of town).

In tomorrow's paper will be listed the 25 girls whom the judges believe have the most beautiful legs in town. These 25 girls will appear at the ..... Theatre as guests of the manager on ..... At the premiere of Warner Bros.' "The Case of the Lucky Legs," a new mystery-comedy starring Warren William, Genevieve Tobin and Patricia Ellis, (Name of town) will choose its own Girl with Perfect Legs.

(3rd Story)

Strand To Hold Perfect Legs Finals Tonight

Tonight's the night!

At 9:00 this evening, (Name of town) will select its "Girl With Perfect Legs." She will be chosen from the 25 girls picked from their photographs by the judges of the (Name of paper) Perfect Legs Contest.

Here are the names of the 25 lucky girls: (List names)

The girls will be guests of the ..... Theatre this evening, where one of them will be chosen the winner. She will receive (List prizes).

The finals of the contest coincides with the premiere of "The Case of the Lucky Legs," Warner Bros.' hit starring Warren William, Barton MacLane, Genevieve Tobin and Patricia Ellis. This picture opens tonight, and will be shown immediately after the contest winner is chosen.

The 25 girls, chosen from hundreds of entries, will parade to the theatre in a fleet of cars at 8:30 o'clock this evening. They will then appear on the stage, where the audience will choose the winner, "The Girl With Perfect Legs."

(4th Story)

Frances Thomas Wins Perfect Legs Contest

THE GIRL WITH PERFECT LEGS IS .....!

Miss ..... was selected from 25 finalists as having the most beautiful legs in (Name of town). The judges, headed by ..... gave her the following prizes: (List prizes)

Each of the remaining 24 girls who appeared in the finals at the ..... Theatre last night received a consolation prize of (Name prize), and were guests at the party given for the winner after the premiere of Warner Bros.' "The Case of the Lucky Legs," the mystery comedy hit starring Warren William, Genevieve Tobin and Patricia Ellis.

Miss ....., in addition to the prizes she won, has been offered (List any honors, jobs, etc. that you've been able to promote).

The contest, sponsored by the (Name of paper) with the co-operation of the ..... Theatre, was conducted in honor of the presentation of the film "The Case of the Lucky Legs," which opened there last night.

ADVERTISING "THE CASE OF THE *Lucky Legs*"

A 3-DAY AD SERIES

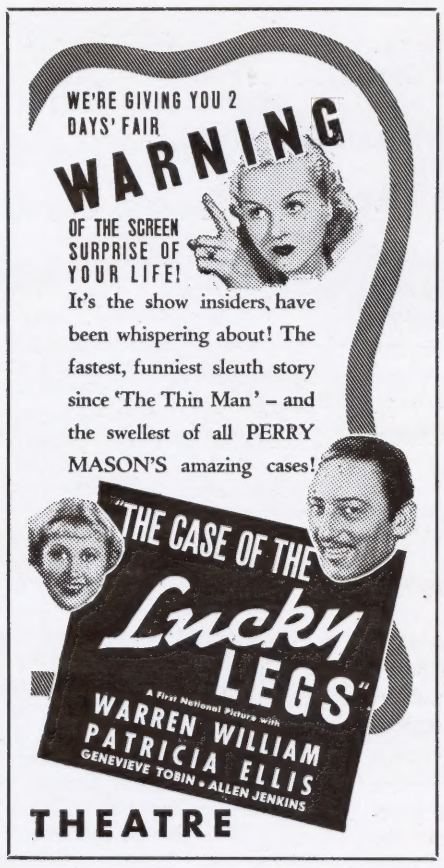
In 3 sizes for varied budgets

The series shown in 2 sizes on this and the following page can be used in the sequence shown for a unified campaign — or individually, if preferred. The same copy is featured in a shallow 2-column series illustrated on Page 10.

WE'RE GIVING YOU 2 DAYS' FAIR
WARNING
OF THE SCREEN SURPRISE OF YOUR LIFE!
Don't say we didn't tell you about this great big entertainment treat of the year! It's the fastest, funniest sleuth story since "The Thin Man"! Gay! Smooth! Merry! Thrilling! The swellest of all PERRY MASON stories from Warner Bros. — by famous Erle Stanley Gardner.
"THE CASE OF THE Lucky LEGS"
A First National Picture with
WARREN WILLIAM
PATRICIA ELLIS
GENEVIEVE TOBIN • LYLE TALBOT
ALLEN JENKINS • BARTON MacLANE
THEATRE

228 Lines Mat No. 216—20c

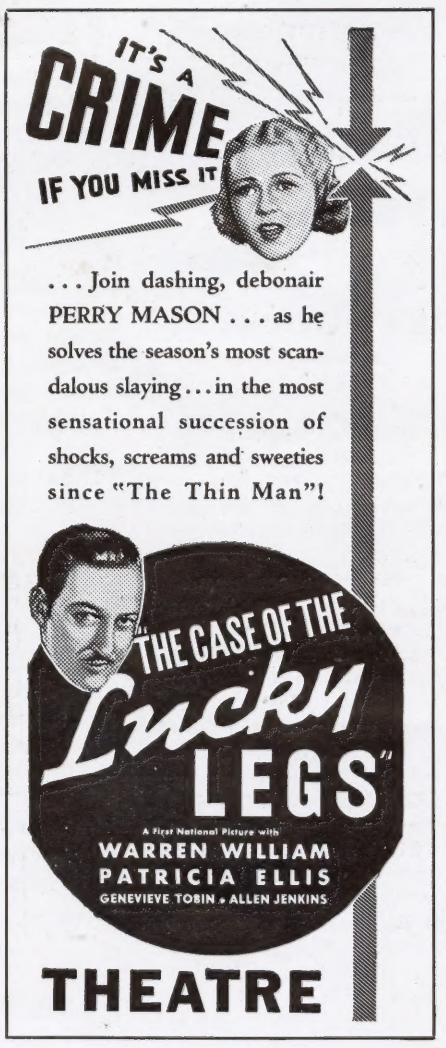
(This Ad Available In 3-Col. Size. Order Mat No. 303 — 519 Lines—30c) →


WE'RE GIVING YOU 2 DAYS' FAIR
WARNING
OF THE SCREEN SURPRISE OF YOUR LIFE!
It's the show insiders have been whispering about! The fastest, funniest sleuth story since 'The Thin Man' – and the swellest of all PERRY MASON'S amazing cases!
"THE CASE OF THE Lucky LEGS"
A First National Picture with
WARREN WILLIAM
PATRICIA ELLIS
GENEVIEVE TOBIN • ALLEN JENKINS
THEATRE

60 Lines Mat No. 110—10c

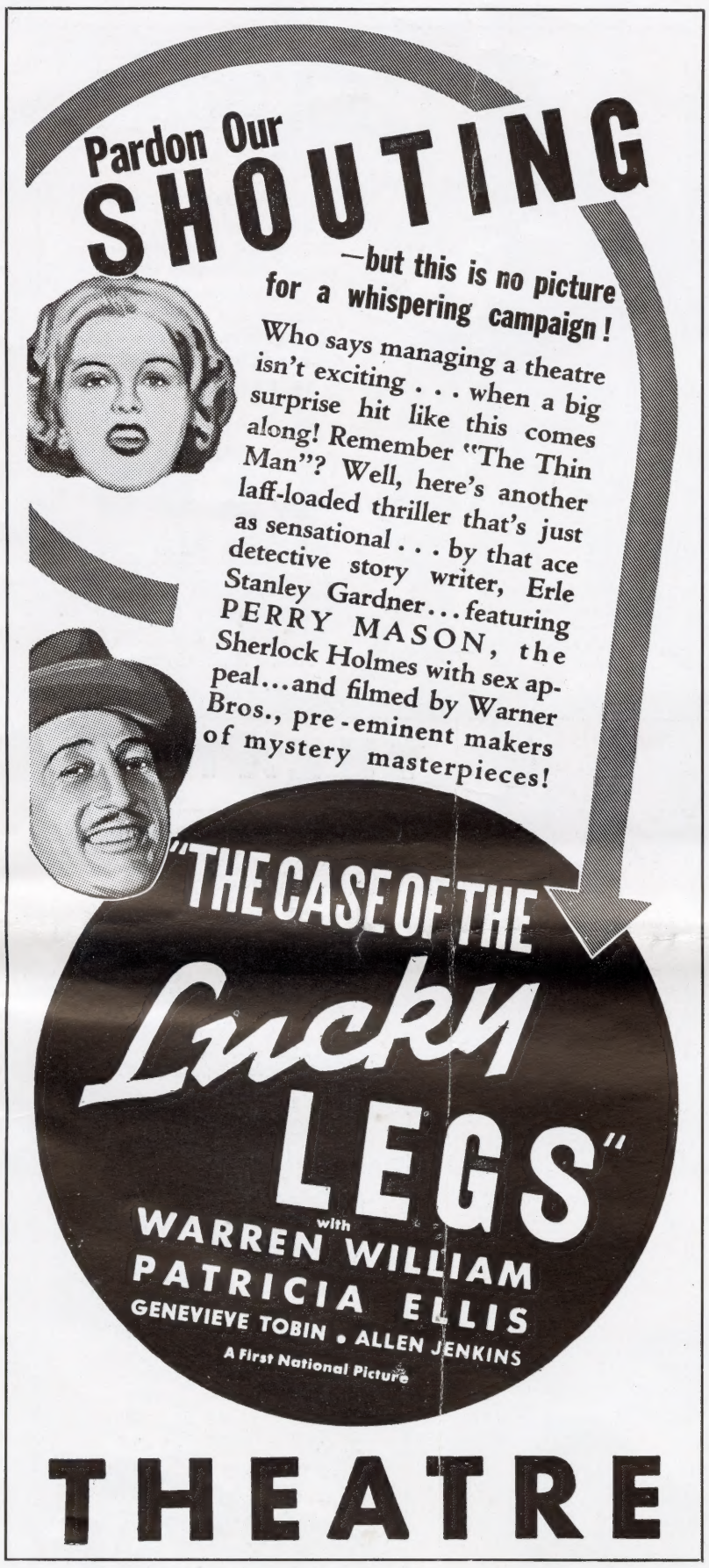
Pardon our SHOUTING
– But this is no picture for a whispering campaign!
It's just about the grandest show we've seen since "The Thin Man"! Fast! Funny! Tense! Thrilling! It's the great big surprise hit of 1935!
"THE CASE OF THE Lucky LEGS"
WARREN WILLIAM
PATRICIA ELLIS
GENEVIEVE TOBIN
ALLEN JENKINS
THEATRE

66 Lines Mat No. 111—10c

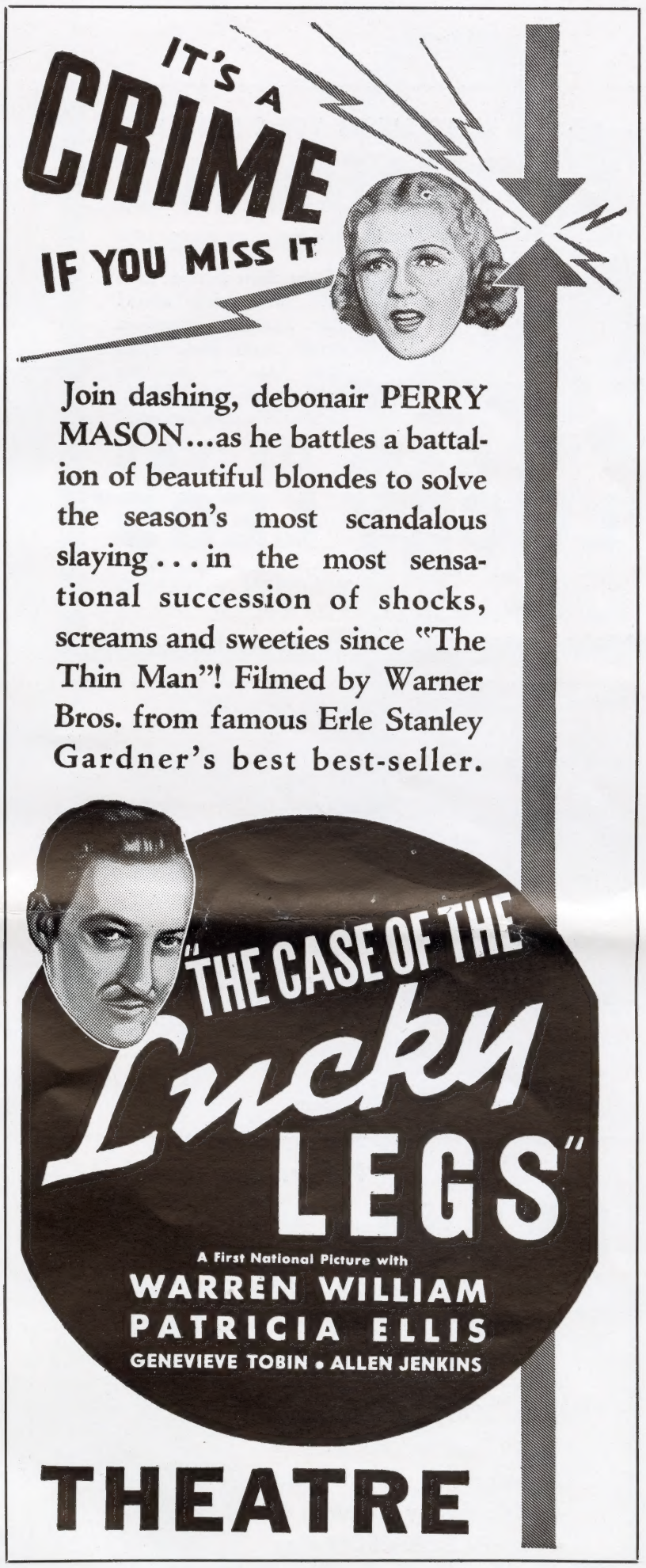

IT'S A CRIME IF YOU MISS IT
. . . Join dashing, debonair PERRY MASON . . . as he solves the season's most scandalous slaying . . . in the most sensational succession of shocks, screams and sweeties since "The Thin Man"!
"THE CASE OF THE Lucky LEGS"
A First National Picture with
WARREN WILLIAM
PATRICIA ELLIS
GENEVIEVE TOBIN • ALLEN JENKINS
THEATRE

72 Lines Mat No. 115—10c

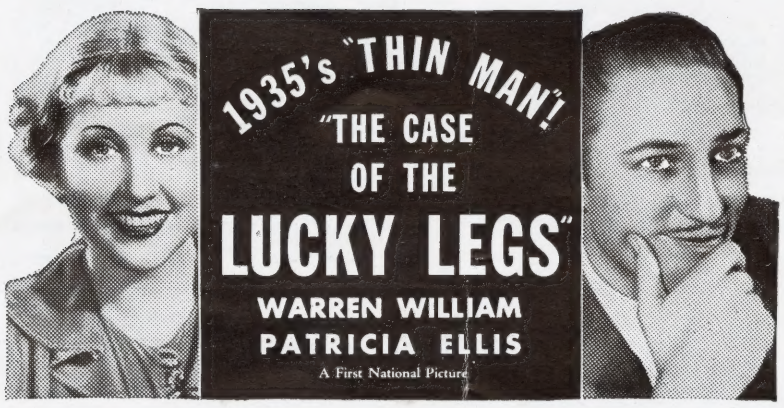
ADVERTISING "THE CASE OF THE Lucky Legs"


Pardon Our
SHOUTING
—but this is no picture for a whispering campaign!
Who says managing a theatre isn't exciting . . . when a big surprise hit like this comes along! Remember "The Thin Man"? Well, here's another laff-loaded thriller that's just as sensational . . . by that ace detective story writer, Erle Stanley Gardner . . . featuring PERRY MASON, the Sherlock Holmes with sex appeal . . . and filmed by Warner Bros., pre-eminent makers of mystery masterpieces!
"THE CASE OF THE Lucky LEGS"
with
WARREN WILLIAM
PATRICIA ELLIS
GENEVIEVE TOBIN • ALLEN JENKINS
A First National Picture
THEATRE

250 lines Mat No. 213—20c


IT'S A CRIME IF YOU MISS IT
Join dashing, debonair PERRY MASON...as he battles a battalion of beautiful blondes to solve the season's most scandalous slaying . . . in the most sensational succession of shocks, screams and sweeties since "The Thin Man"! Filmed by Warner Bros. from famous Erle Stanley Gardner's best best-seller.
"THE CASE OF THE Lucky LEGS"
A First National Picture with
WARREN WILLIAM
PATRICIA ELLIS
GENEVIEVE TOBIN • ALLEN JENKINS
THEATRE

280 Lines Mat No. 218—20c



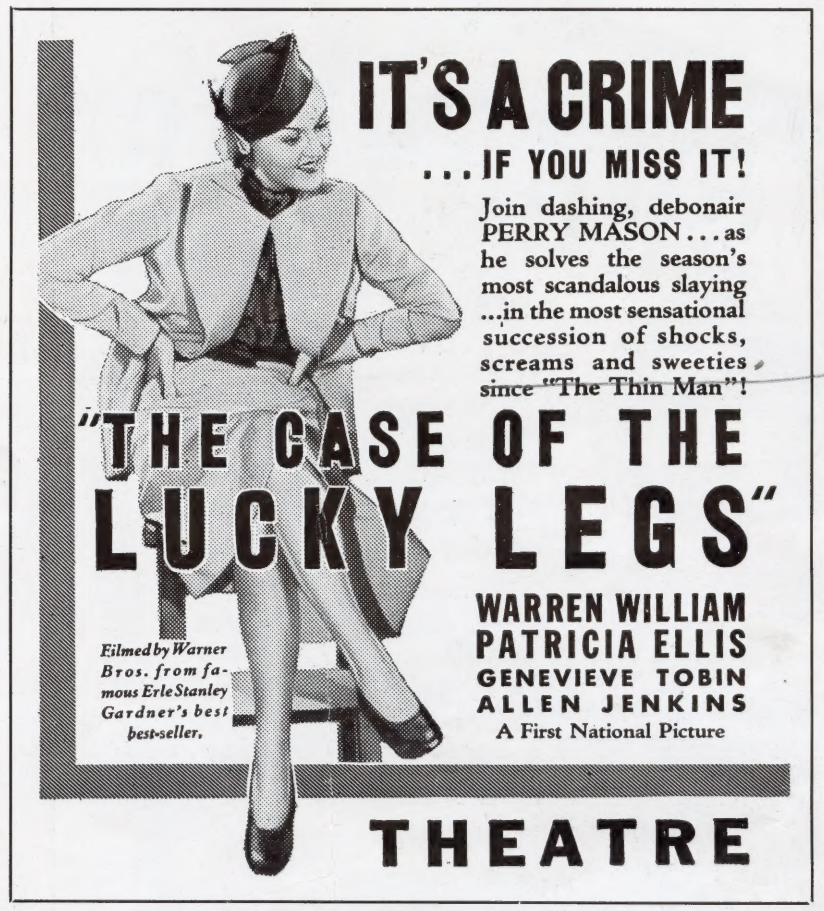
57 Lines Mat No. 211—20c

28 Lines Mat No. 113—10c

ADVERTISING "THE CASE OF THE *Lucky Legs*"

WE'RE GIVING YOU 2 DAYS' FAIR
WARNING
OF THE SCREEN SURPRISE OF YOUR LIFE!
It's the show insiders have been whispering about! The fastest, funniest sleuth story since 'The Thin Man' — and the swellest of all PERRY MASON'S amazing cases!
"THE CASE OF THE LUCKY LEGS"
A First National Picture with
WARREN WILLIAM
PATRICIA ELLIS

103 Lines Mat No. 217—20c

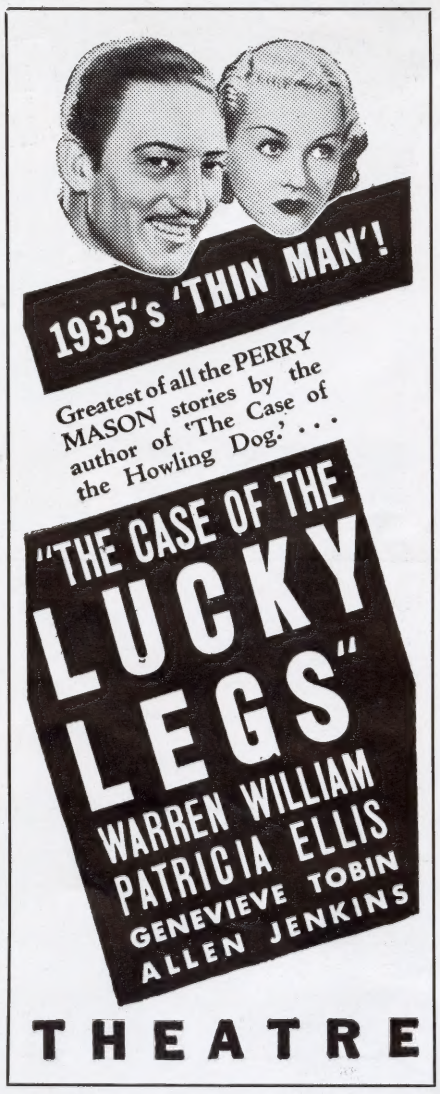

IT'S A CRIME
...IF YOU MISS IT!
Join dashing, debonair PERRY MASON... as he solves the season's most scandalous slaying ...in the most sensational succession of shocks, screams and sweeties since "The Thin Man"!
"THE CASE OF THE LUCKY LEGS"
Filmed by Warner Bros. from famous Erle Stanley Gardner's best best-seller.
WARREN WILLIAM
PATRICIA ELLIS
GENEVIEVE TOBIN
ALLEN JENKINS
A First National Picture
THEATRE

120 Lines Mat No. 210—20c

Pardon our
SHOUTING
. . . but this is no picture for a whispering campaign!
It's just about the grandest show we've seen since "The Thin Man"! Fast! Funny! Tense! Thrilling! It's the great big surprise hit of 1935! Based on Erle Stanley Gardner's famous PERRY MASON story.
"THE CASE OF THE LUCKY LEGS"
WARREN WILLIAM
PATRICIA ELLIS
GENEVIEVE TOBIN
ALLEN JENKINS
A First National Picture

138 Lines Mat No. 214—20c

42 Lines Mat No. 108—10c


1935's 'THIN MAN'!
Greatest of all the PERRY MASON stories by the author of 'The Case of the Howling Dog,' . . .
"THE CASE OF THE LUCKY LEGS"
WARREN WILLIAM
PATRICIA ELLIS
GENEVIEVE TOBIN
ALLEN JENKINS
THEATRE

74 Lines Mat No. 109—10c

ADVERTISING THE CASE OF THE *Lucky Legs*

Perry Mason

FOLLOWS UP THE MOST FASCINATING CLUES OF HIS CAREER

and leads you through the most amazing maze of mirth and mystery since "The Thin Man"! Imagine the suave Casanova of screen sleuths following the scent through a bevy of beautiful blondes . . . and a riotous round of cuckoo cocktail parties . . . to solve the season's most sensational love slaying!

"THE CASE OF THE *Lucky Legs*

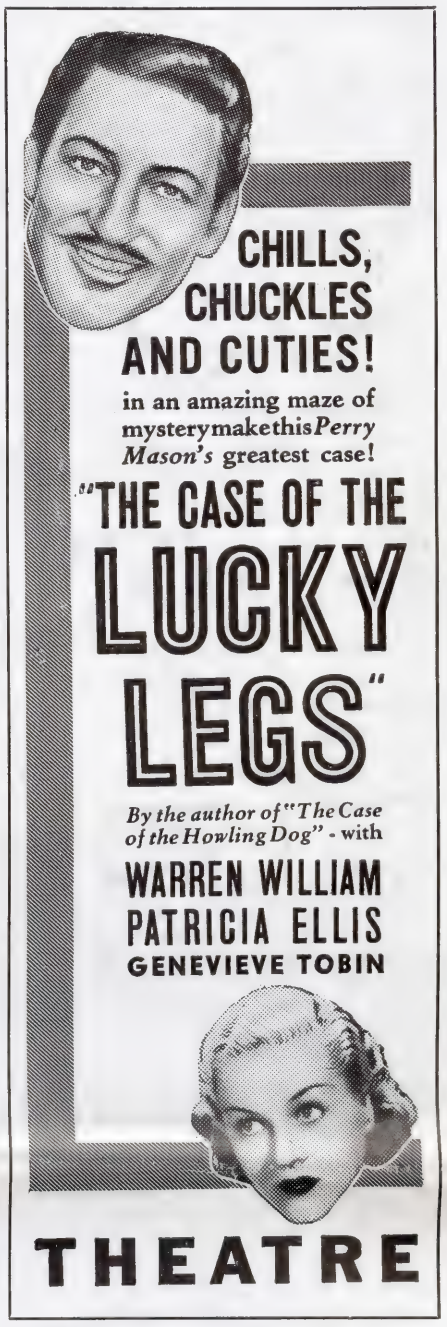
A First National Picture directed by Archie L. Mayo with

WARREN WILLIAM
PATRICIA ELLIS
GENEVIEVE TOBIN • ALLEN JENKINS

From the author and producers of "The Case of the Howling Dog."

THEATRE

330 Lines Mat No. 302—30c



CHILLS, CHUCKLES AND CUTIES!

in an amazing maze of mystery make this *Perry Mason's* greatest case!

"THE CASE OF THE LUCKY LEGS"

By the author of "The Case of the Howling Dog" - with

WARREN WILLIAM
PATRICIA ELLIS
GENEVIEVE TOBIN

THEATRE

91 Lines Mat No. 112—10c

Perry Mason

FOLLOWS UP THE MOST FASCINATING CLUES OF HIS CAREER

and leads you through the most amazing maze of mirth and mystery since "The Thin Man"! Imagine the suave Casanova of screen sleuths following the scent through a bevy of beautiful blondes . . . and a riotous round of cuckoo cocktail parties . . . to solve the season's most sensational love slaying!

"THE CASE OF THE *Lucky Legs*

A First National Picture directed by Archie L. Mayo with

WARREN WILLIAM
PATRICIA ELLIS
GENEVIEVE TOBIN • ALLEN JENKINS

From the author and producers of "The Case of the Howling Dog."

THEATRE

144 Lines Mat No. 212—20c

ADVERTISING "THE CASE OF THE *Lucky Legs*"

SHE'S GOT
THE WHOLE TOWN AT HER HEELS, AND
Perry Mason ON THE RUN
in Warner Bros.' 3-Ring Riot
of Chills, Chuckles and Cuties!
Who says managing a theatre isn't exciting . . . when a big surprise hit like this comes along! Remember "The Thin Man"? Well, here's another laff-loaded thriller that's just as sensational . . . by that ace detective writer, Erle Stanley Gardner...and filmed by Warner Bros., pre-eminent makers of mystery masterpieces!
"THE CASE OF THE
LUCKY LEGS"
with
WARREN WILLIAM • PATRICIA ELLIS
GENEVIEVE TOBIN • LYLE TALBOT
ALLEN JENKINS • BARTON MacLANE
A First National Picture directed by Archie L. Mayo
THEATRE

390 Lines Mat No. 301—30c

SHE'S GOT
THE WHOLE TOWN AT HER HEELS, AND
Perry Mason ON THE RUN
in Warner Bros.' 3-Ring Riot
of Chills, Chuckles and Cuties!
Who says managing a theatre isn't exciting . . . when a big surprise hit like this comes along! Remember "The Thin Man"? Well, here's another laff-loaded thriller that's just as sensational . . . by that ace detective writer, Erle Stanley Gardner...and filmed by Warner Bros., pre-eminent makers of mystery masterpieces!
"THE CASE OF THE
LUCKY LEGS"
with
WARREN WILLIAM • PATRICIA ELLIS
GENEVIEVE TOBIN • LYLE TALBOT
ALLEN JENKINS • BARTON MacLANE
A First National Picture directed by Archie L. Mayo
THEATRE

172 Lines Mat No. 207—20c

ADVERTISING "THE CASE OF THE Lucky Legs"

HEY, PERRY! KEEP YOUR MIND ON YOUR WORK! DON'T LET THESE CUTE CLUES TRIP YOU!

Oh, to be a detective on a case like this! Can you imagine the screen's most amorous sleuth, Perry Mason, hot on the trail of a bevy of beautiful blondes . . . to solve the season's most sensational love slaying! It's a crime . . . if you miss it!

"THE CASE OF THE LUCKY LEGS"

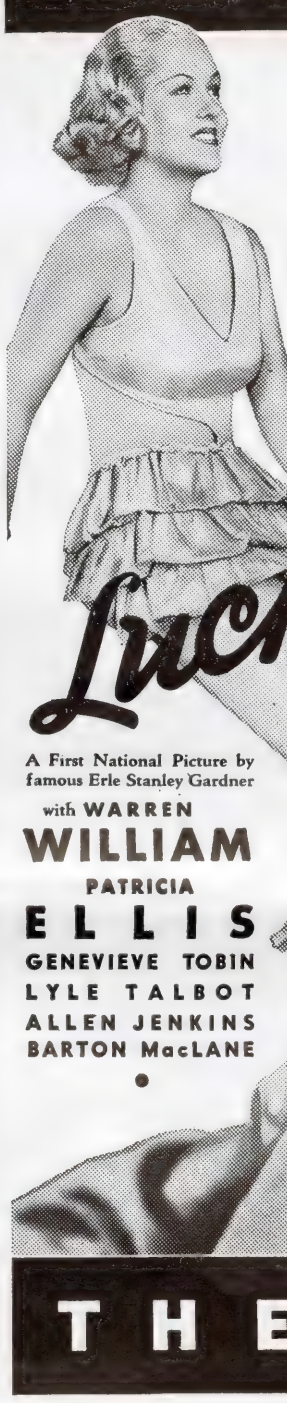
Warner Bros.' first big surprise hit of the year . . . from Erle Stanley Gardner's best-seller . . . with

WARREN WILLIAM
PATRICIA ELLIS
GENEVIEVE TOBIN
LYLE TALBOT
ALLEN JENKINS
BARTON MacLANE
A First National Picture

THEATRE

200 Lines Mat No. 208—20c

SHE HAD TWO OF THE BEST REASONS IN THE WORLD FOR TRYING TO GET AWAY WITH *Murder*



. . . but that's only part of the fascinating revelations when peerless *Perry Mason* starts to solve the killing of the beauty contest racketeer . . . and plunges you into the most exciting whirl of mirth and mystery since "The Thin Man"! Another of those surprise hits that are becoming a habit with Warner Bros.!

"THE CASE OF THE *Lucky Legs*"

A First National Picture by famous Erle Stanley Gardner

with WARREN WILLIAM
PATRICIA ELLIS
GENEVIEVE TOBIN
LYLE TALBOT
ALLEN JENKINS
BARTON MacLANE

THEATRE

234 Lines Mat No. 215—20c

The Swellest of all *Perry Mason* stories!

"THE CASE OF THE LUCKY LEGS"

WARREN WILLIAM
PATRICIA ELLIS
A First National Picture

86 Lines Mat No. 209—20c

"THE CASE OF THE LUCKY LEGS"
WARREN WILLIAM
PATRICIA ELLIS
A First National Picture

14 Lines Mat No. 114—10c

MISCELLANEOUS AIDS

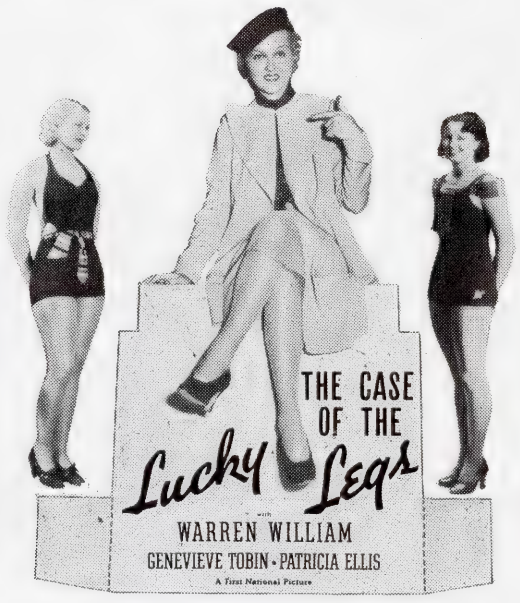
"THE CASE OF THE Lucky Legs"

Lobby and Street Ballys? — Here They Are!

Lobby Standees

Enlargements illustrated are in natural colors, easel backed. They both stand about 6 ft. in height. Price: $7.45 each, F. O. B. New York City.

Order by number direct from:



NATIONAL STUDIOS, Inc. — **226 West 56th Street, New York City**

30" x 40" Lobby Enlargements

No. 1

Here are four 30" x 40" photo enlargements to add a little flash to your lobby. In full colors, they're $3.50 each. In black and white, $2.25 each. Prices F. O. B. New York.

No. 2

No. 3

No. 4

Order by number from:

NATIONAL STUDIOS, Inc. — **226 West 56th St., New York City**

Two Auto Aids

TIRE COVER

Attractively colored on heavy durable cardboard with rubberoid slip cover. Prices: Singly—45c ea.; 50 or more—35c ea. Add $2.50 for imprinting to orders of less than 100. Over 100, imprinting free.

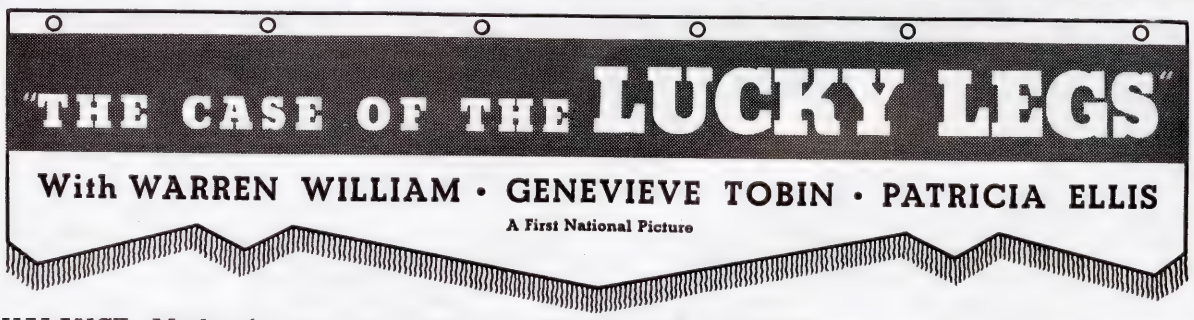
BUMPER STRIP

Two colors, to fit any bumper. Prices: Singly — 18c each; 10 to 49 — 17c each; 50 or over 15c each. Order direct from:

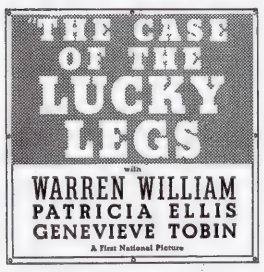
CLUFF FABRIC PRODUCTS

229 WEST 64th ST. — NEW YORK CITY

. . . And Here Are Your Banners

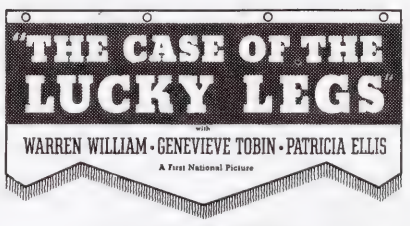


VALANCE: Made of transparent silkolene 36" deep. Price: $1.70 per yd. Send exact marquee sizes when ordering.



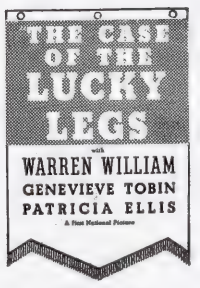
WALL BANNER

Sunfast and weather proof material is used. Eyelets for hooking to buildings. 9' by 12' — $12.50; 9' by 15' — $15.



LOBBY BANNER

Made of velour in two colors. Will add a flash to your lobby display. Size 54" by 81". Price $6.

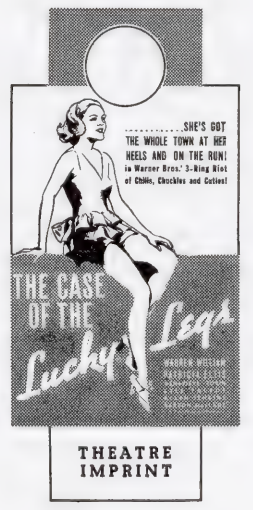


BURGEE

Planned for lobby and under marquee use. In two sizes on colored duck. 20" by 30" — 50c; 24" by 36" — 75c.

ART FLAG, Inc. — **449 West 42nd Street, New York City**

Phone and Doorknob Hanger


.....SHE'S GOT THE WHOLE TOWN AT HER HEELS AND ON THE RUN! in Warner Bros.' 3-Ring Riot of Chills, Chuckles and Cuties!
THE CASE OF THE
Lucky Legs
THEATRE IMPRINT

Printed in colored ink on colored cardboard stock, 4" by 10". Can be used for doors and phones. Prices: 1M —$6; 5M—$5.50 per M; 10M—$5 per M.

Order direct from:

ECONOMY NOVELTY CO.

239 WEST 39th STREET
NEW YORK CITY

"THE CASE OF THE Lucky Legs"

Film Bride

Pretty Patricia Ellis wins both a beauty prize and a husband in the First National film, "The Case of the Lucky Legs" at the ..... Theatre.

Mat No. 105—10c

"Case of Lucky Legs" Booked For Strand Theatre

Perry Mason, in the person of Warren William, is coming to the ..... Theatre on ....., in what is described as the big surprise hit of the year, Erle Stanley Gardner's "The Case of the Lucky Legs."

In the cast are three other film stars, Genevieve Tobin, Patricia Ellis and Lyle Talbot.

This is the third of Gardner's Perry Mason novels that First National has made into a picture and is declared to be not only the most exciting of them all, but to have angles of entertainment that lift it far out of the class of murder mystery dramas.

William again portrays the role of Perry Mason, the brilliant lawyer-detective, who solves crimes the police are unable to fathom. He has a new leading lady, however, in Miss Tobin in the role of his shrewd and devoted secretary, who masks her love for the "boss" under a barrage of sarcastic remarks.

The real romance, however, is carried out by Patricia Ellis and Lyle Talbot, with Porter Hall, in the role of Miss Ellis' boss, as a third member of a triangular love affair.

It is this triangular love that is at the bottom of the mysterious murder, although the man who is slain has no connection with the romantic angle. He is a fake promoter who conducts a contest for the girl with the most beautiful legs in the village in which the lovers live, the prize being won by Miss Ellis.

The promoter, played by Craig Reynolds, skips town with all the cash, and is murdered with a surgeon's knife which throws suspicion on both Miss Ellis and her doctor-lover, as well as many other persons mixed up in the leg contest. The unfolding of the murder plot and the ultimate solution by the lawyer-detective, after the police have gone completely astray, is responsible for a series of breath taking situations that lead to a thrilling and most unusual climax.

The "lucky leg" contest, which introduces the story, is a show all in itself, many Hollywood's most beautiful girls, as to both face and figure, having been enlisted as the contestants.

Allen Jenkins plays a comedy role as William's blundering detective helper.

Other in the cast include Barton MacLane, Peggy Shannon, Anita Kerry, Henry O'Neill, Charles Wilson, Joseph Crehan, Olin Howland, Mary Treen and Joseph Downing.

Archie L. Mayo directed.

Genevieve Tobin The Real Thing In Secretary Role

The role of Bella Street, efficient but flip secretary of Perry Mason, lawyer detective in the First National picture, "The Case of the Lucky Legs," which comes to the ..... Theatre on ....., came easy for Genevieve Tobin.

None of the involved secretarial routine which she had to go through bothered her at all. She reeled off shorthand notes that were the real thing, not just scrawls. She also typed her notes at a furious rate of speed.

Yet when asked by Warren William, the star, whether she had held a job as secretary in the past, she had to admit that she never did.

While in Boston playing in a road show of "The Trial of Mary Dugan," she decided that she would get a little secretarial training—just in case. During the three month's run of the play there, she attended business school and became proficient enough to hold down a job in any office.

"The Case of the Lucky Legs" is the latest of First National's pictures based on a novel by Erle Stanley Gardner.

Besides William and Miss Tobin, the cast includes Patricia Ellis, Lyle Talbot and Allen Jenkins.

Jerry Chodorov adapted the story while Archie L. Mayo directed from the screen play by Brown Holmes and Ben Markson.

Girls With Nifty Legs Never Won Contest

Contrary to many people's conception of Hollywood, few of the beautiful filmland chorines are recruited through beauty contests.

None of the girls in the leg contest of the First National picture, "The Case of the Lucky Legs," which comes to the ..... Theatre, on ....., had ever been in a beauty contest. They were picked by Maxwell Arnow, casting director, from Hollywood beauties as the girls with the most beautiful legs.

Not one of them feel that their beauty is all they used, as all are studying to become actresses.

William Locked Out Of His Home By Pet Invention

Warren William, First National star, and Hollywood's most ingenious gadget maker, learned to his sorrow that an intruder-proof gate may also be William-proof.

William recently installed a device that opens the gate of his Encino estate electrically. All he has to do is drive up to the gate,

WARREN WILLIAM in "The Case of the Lucky Legs," at the ..... Theatre.

Mat No. 102
10c

pull down a wrought iron lantern, open it, take out the telephone, ring the house and announce himself. Then the person on the other end of the wire pushes a button and the gate opens. This is the only way one can enter the estate.

One night William was kept at the studio until after midnight working on "The Case of the Lucky Legs," the First National picture which comes to the ..... theatre on ..... It was one o'clock before he reached his gate. He pulled down the lantern, took out the phone and rang the bell. No one answered. He rang and rang and rang and still the gates didn't open.

Mrs. William grew worried. She called the studio gateman and found that her husband had left hours before. Frantic, she routed the chauffeur out of bed to look for her husband. At the intruder-proof gate they found him fast asleep in his car. The telephone bell was out of order.

"The Case of the Lucky Legs" is the most baffling of Erle Stanley Gardner's murder mystery dramas. Besides William, who has the role of the famous lawyer-detective, Perry Mason, others in the cast include Genevieve Tobin, Patricia Ellis, Lyle Talbot, Allen Jenkins, Peggy Shannon and Henry O'Neill.

Archie L. Mayo directed the picture from the screen play by Brown Holmes and Ben Markson, as adapted by Jerry Chodorov.

Good Reason To Be Happy

Genevieve Tobin (left), Warren William and Patricia Ellis are not forcing those gleeful smiles—they have the hit of their film careers in what is destined to be 1935's successor to "The Thin Man" in the First National Picture "The Case of the Lucky Legs" now showing at the ..... Theatre. The film is based on the most thrilling of Erle Stanley Gardner's best selling Perry Mason stories.

Mat No. 204—20c

"Case of Lucky Legs" At Strand Theatre Today

The latest of Erle Stanley Gardner's best selling novels to be screened by First National, "The Case of the Lucky Legs," comes to the ..... theatre today, with Warren William again cast in the role of the famous and astute lawyer-detective, Perry Mason.

The picture is said to be the most thrilling and exciting of all of Gardner's stories, and carries an unusual romance with sparkling dialogue and hilarious comedy situations, in addition to breath-taking sequences.

It opens with a contest for the girl with the most beautiful legs, with the murder of the man who promoted it, after he had skipped town with all the proceeds. The killing is tied up with a triangular love affair in which the winner of the contest, Patricia Ellis, her boss, Porter Hall, and her doctor-lover, Lyle Talbot, are involved.

After the police are completely baffled, William steps in and solves the crime in a series of the most breath-taking adventures imaginable.

Genevieve Tobin has the leading feminine role as the wise-cracking secretary of the lawyer-detective.

Others in the cast include Allen Jenkins, Barton MacLane, Peggy Shannon, Anita Kerry, Craig Reynolds, Henry O'Neill and Joseph Crehan.

Archie L. Mayo directed the picture from the screen play by Brown Holmes and Ben Markson, while Jerry Chodorov adapted the story.

Film Extra Got Treat As Judge In Legs Contest

Hollywood extras lead a monotonous life as a rule. But occasionally bright moments come to brighten their dull existence. Such a moment came to Joseph "Baldy" Belmont, in the First National picture, "The Case of the Lucky Legs," which comes to the ..... theatre on .....

Belmont occupied a rear seat in a crowd on the set when Director Archie L. Mayo looked at his bald head and prosperous business man air and said:

"Belmont, you're one of the judges. Sit up in the first row of the theatre."

He didn't know what he was judging, but, being in the habit of doing what directors told him, he moved down to the front of the theatre set and settled down for a dull day. He was pleasantly surprised. What he was "judging" turned out to be more than a score of the shapeliest legs in Hollywood.

Patricia Ellis was acclaimed "the girl with perfect legs" and in consequence let herself in for several reels of trouble. But "Baldy" Belmont had a pleasant day. He took his check at its close with the feeling that he was cheating the company.

The picture is based on the best selling novel by Erle Stanley Gardner. The cast, besides Miss Ellis, included Warren William, Genevieve Tobin, Lyle Talbot, Allen Jenkins, Peggy Shannon and Henry O'Neill. Archie L. Mayo directed the picture from the screen play by Brown Holmes and Ben Markson, with adaptation by Jerry Chodorov.

Sleuthing

Warren William, as Perry Mason, has developed a technique as a mystery solver that even astonished Erle Stanley Gardner, author of First National's "The Case of the Lucky Legs" coming to the ..... Theatre on.....

Mat No. 107—10c

Murder Is An Art Not A Crime In Motion Pictures

Most people consider murder a crime. The motion picture studio property man, however, considers it an art.

Few of the many duties he may be called upon to perform during the production of a film tax the prop man's ingenuity to such an extent as a murder. As a result, he has developed the art to an extraordinarily efficient degree.

Just tell him how you want the killing done. Whether you want the victim stabbed, shot, strangled or scalded to death. The prop man will attend to the rest, ably and efficiently.

Latest of Hollywood's film players to suffer death at the hands of a prop man was Craig Reynolds, a convert from the New York stage. Reynolds has been in movieland only a week when he got his first taste of the prop man's ingenious murder methods.

It was the set where they were filming the First National picture, "The Case of the Lucky Legs," which comes to the ..... Theatre on .....

Reynolds plays the role of a crooked promoter who is killed by a surgeon's scalpel.

And that's where Prop Man Lou Hafley enters the picture.

The prop man and his assistant go into action. Around Reynolds' chest, beneath the dressing gown he wears they tie a surgeon's scalpel, an eye-dropper and a bottle of tomato catsup.

In the belt is a sheath into which the scalpel is gently inserted after a slit has been made in the dressing gown. The handle of the scalpel projects upward, seemingly straight from Reynold's heart. Several eye-droppers full of tomato catsup poured on the dressing gown and the wound is bleeding in a manner quite satisfactory to Director Archie L. Mayo.

"He looks dead enough," he comments. "Let's go."

The picture is based on Erle Stanley Gardner's most thrilling story. Others in the cast include Genevieve Tobin, Patricia Ellis, Lyle Talbot, Allen Jenkins, Peggy Shannon, Henry O'Neill, Anita Kerry and Craig Reynolds.

The screen play is by Brown Holmes and Ben Markson, as adapted by Jerry Chodorov.

PUBLICITY

"THE CASE OF THE Lucky Legs"

Talbot Bravely Picks Girl With Prettiest Legs

A score of Hollywood's prettiest chorus girls, picked for their beautiful limbs, appear in the leg contest scene in the First National picture "The Case of the Lucky Legs," which comes to the ..... theatre .....

Between scenes, the girls decided to hold a real contest among themselves, and Lyle Talbot was selected the judge. After much persuasion, the girls talked him into the difficult spot of picking the most shapely pair of limbs from the most beautiful collection in Hollywood.

He was brave and called his shots as he saw them. For assistance, he called upon Patricia Ellis, who plays the "lucky legs" contest winner in the picture. First he eliminated all but four girls. These included, Louise Seidel, Helen Erickson, Avis Johnson and Eleanore Bailey.

After much deliberation, the intrepid actor chose the winner. Helen Erickson a young actress now under contract to First National.

The picture is based on the best selling novel by Erle Stanley Gardner. Warren William has the leading role, while others in the cast include Genevieve Tobin, Allen Jenkins, Peggy Shannon and Henry O'Neill.

Archie L. Mayo directed the picture from the screen play by Brown Holmes and Ben Markson, with adaptation by Jerry Chodorov.

Perry Mason Solves Another

Warren William, for the third time has the role of the detective attorney in the most thrilling of the Erle Stanley Gardner stories "The Case of the Lucky Legs" which opens at the ..... Theatre on ..... He is shown here with Allen Jenkins, his assistant, in one of the scenes that caused this drama to be described as the funniest mystery story of the screen.

Mat No. 201—20c

Story Detective Real Character, Declares Actor

As a detective, Perry Mason isn't at all the same type as Philo Vance, according to Warren William who has portrayed both characters on the screen. He played Philo Vance in "The Dragon Murder Case" and is now playing Perry Mason for the third time in "The Case of the Lucky Legs," a First National picture, which comes to the ..... Theatre on .....

"If the two were rival sleuths on a hypothetical murder case, Perry would be sure to turn up with the murderer—and a flat fee from someone in addition," the actor said. "Philo is too much of a dilettante to really succeed in the rough and tough business of catching killers."

"Mason would not be afraid to cut legal corners, wink his eye at ethics, and forget all scruples to reach his objective. Sublimely self-confident, he would outbluff anyone who stood in his way. He is the more practical sleuth. He is a real life character.

"Philo Vance, on the other hand, is more passive and would expect all of the clues to come from theoretical analysis. Clues have the bad habit of being conveniently handy only in stories and on the screen. In real life, they have to be run down. Brilliant deduction and erudition usually are secondary to quick action."

"The Case of the Lucky Legs" is the latest of Erle Stanley Gardner's novels to be filmed. Besides William, the cast includes Genevieve Tobin, Patricia Ellis, Lyle Talbot, Allen Jenkins, Barton MacLane, Peggy Shannon and Henry O'Neill.

Archie Mayo directed the picture from the screen play by Brown Holmes and Ben Markson, as adapted by Jerry Chodorov.

Perry Mason Is Now Permanent Film Character

Perry Mason, the debonaire lawyer who solves murders in his day's work, has become a Hollywood institution, rivaling Sherlock Holmes as a perennial detective character.

Different from other sleuths, however, the fiction character created by Erle Stanley Gardner, has been portrayed by only one actor, Warren William. Philo Vance another popular film detective has been more variable, being played by Warren William, William Powell, Basil Rathbone and Paul Lukas.

The third of the Perry Mason pictures, "The Case of the Lucky Legs," with William in the stellar role, comes to the .... Theatre on ..... Other members of the cast are Genevieve Tobin as "Della Street," his dependable but flippant secretary, Patricia Ellis, Lyle Talbot and Peggy Shannon.

Archie L. Mayo directed.

Hello Troy

This is Genevieve Tobin, who appears as secretary and chief assistant to Perry Mason the master sleuth in the thrilling "The Case of the Lucky Legs" now showing at the ..... Theatre.

Mat No. 104—10c

Boy Trades Star Autographs For Ice Cream Cones

Lyle Talbot, who has the romantic role in the First Nationl picture, "The Case of the Lucky Legs," now showing at the .... Theatre, is getting just a bit cynical about this business of signing autographs. While walking along Hollywood Boulevard he was stopped by a chubby eight year old boy who politely asked him for his autograph. He signed his name for the youngster and walked on. Passing the corner a short time later, the same boy stopped him again.

The actor was a little puzzled and asked:

"What do you want it for?"

"Well, you see it's this way," the boy answered. "I trade 'em."

"For five Lyle Talbots, I can get a Joan Crawford or a Ruby Keeler. Then when I get five of those, I can trade them to the lady at one of the ice cream stands for an ice cream cone!"

Lyle gulped and signed the autograph. Weakly patting the enterprising youngster on the head, he told him that he had a brilliant future if he could keep out of jail.

Talbot is one of the murder suspects in "The Case of the Lucky Legs," a thrilling drama by the famous author, Erle Stanley Gardner. The cast, in addition to Talbot, includes Warren William, Genevieve Tobin, Patricia Ellis, Barton MacLane, Allen Jenkins, Peggy Shannon, Henry O'Neill, Anita Kerry and Craig Reynolds.

Archie L. Mayo directed the production from the screen play by Brown Holmes and Ben Markson, as adapted by Jerry Chodorov.

Pat Ellis Could Dance Through 63 Colleges

Patricia Ellis, who has the romantic lead in the First National picture, "The Case of the Lucky Legs," now showing at the ..... Theatre, estimates that she could dance her way through sixty-three colleges in thirty-nine states if she accepted all the invitations to proms and house parties which she has been proffered by collegian fans.

Best Film Lawyer Never Has Been In Court Room

Warrren William Again Represents Profession In "The Case Of The Lucky Legs"

Warren William, the perfect movie lawyer, has never been inside of a court room!

The actor, who has played more roles as a lawyer than anyone else in Hollywood, doesn't have the slightest interest in a law career.

When studio officials were casting the first of the Perry Mason stories written by Erle Stanley Gardner for production, no one else was thought of for the part of Mason, the brilliant crime-solving lawyer. William is now playing in his third Perry Mason picture "The Case of the Lucky Legs," a First National picture which comes to the ..... Theatre on .....

The others were "The Case of the Howling Dog," and "The Case of the Curious Bride."

Other lawyer parts, aside from the Mason role, which William has portrayed were in "The Mouthpiece," "Gold Diggers of 1933," "The Secret Bride," and "Under Eighteen."

So well has he done in the part of Perry Mason that Erle Stanley Gardner, who created the character as a combination of several celebrated attorneys rather than one specific person, had no doubt who Mason was after seeing the first picture.

After that, William WAS Mason to him. When he has written every succeeding one, he has pictured William as going through the action as he poured the story into a dictaphone.

While visiting the set of "The Case of the Lucky Legs," Gardner, who was a lawyer before turning writer, asked the actor where he had picked up such accurate courtroom technique. The actor had to admit that he had never had any knowledge of legal matters and had merely played the character as seemed right to him.

The writer was amazed and said: "Well, if that's so, you'd make a better lawyer without trying than most of those who have been practicing for years!"

"The Case of the Lucky Legs" is based on the most exciting of the Perry Mason stories. Warren William has the role of the famous lawyer-detective. Others in the cast include Genevieve Tobin, Patricia Ellis, Lyle Talbot, Allen Jenkins, Peggy Shannon and Henry O'Neill.

Archie L. Mayo directed the picture, as adapted by Jerry Chodorov.

William Wise Cracks For Love Making

While Warren William and Genevieve Tobin are lovers throughout the First National picture, "The Case of the Lucky Legs," now showing at the ..... Theatre, not a single word of endearment nor a kiss passes between them.

William plays the role of Perry Mason, the crime solving lawyer made famous by Erle Stanley Gardner's novel, while Miss Tobin has the role of his secretary.

Their exchange of conversation is bantering with scarcely a note of affection in it. In fact it is largely tinged with sarcasm. Yet there is a real affection underneath. Seemingly they make love by wisecracking.

MOVIE STAR Quiz-Quicks

1. Who is this star?
2. His home state?
3. First lawyer film?
4. Is he married?

Mr. Quiz-Quick

5. Who is this star?
6. His real last name?
7. Is he married?
8. His current film?

9. Who is this star?
10. In what Joe Brown film?
11. Her home town?
12. Her father's name?

ANSWERS

1. Warren William. 2. Minnesota. 3. "The Mouthpiece." 4. Yes. 5. Lyle Talbot. 6. Hollywood. 7. No. 8. "The Case of the Lucky Legs." 9. Patricia Ellis. 10. "The Circus Clown." 11. New York City. 12. Alexander Leftwich.

Mat No. 206—20c

PUBLICITY

"THE CASE OF THE Lucky Legs"

Author Poses As Crook To Get Real Atmosphere

Erle Stanley Gardner Bases "The Case Of The Lucky Legs" On His Adventures

Erle Stanley Gardner, author of the famous Perry Mason detective stories, including "The Case of the Lucky Legs," the First National picture which comes to the ..... Theatre on ....., believes in mixing pleasure with business. In fact, he has patterned his entire life so that pleasure comes first!

A successful lawyer, he quit cold ten years ago when he he decided that he wasn't getting enough out of life chained to office and courtrooms, and decided to write fiction so he could be out in the open more.

A successful writer, he decided not to be chained to a typewriter. He does most of his work on trailer expeditions to out of the way places throughout the west on which he takes along his secretaries with dictaphone and transcription offices in the trailers themselves.

He has travelled in the same manner on voyages through South and Central American ports, Mexico, virtually all of the South seas and China.

Since his father, Charles Gardner was a mining expert, he spent his youth in mining camps throughout the West, ingraining in him a love for the out of doors. His law education was obtained in various law offices and he was admitted to the bar at twenty-one.

Practicing rough and tumble criminal law, he obtained much material which make his Perry Mason stories authentic and entertaining, many of the episodes of this period being incorporated in his writings. Official attorney for the local Chinatown, he won the confidence of the Chinese and became familiar with Tong politics.

Dissatisfied with his confining existence, he then decided to write to enable himself to travel and find adventure. He had no natural literary aptitude.

"I am reliably informed that editors considered my first efforts about the worst that ever hit New York City—which is saying a lot!" he said.

By analyzing his output and hard work, Gardner finally reached the point where he was earning more from his stories than his law practice.

About one half of his time is spent in out of the way places.

Originally the writer did his work with a portable typewriter. As it increased, he took a dictaphone with him and expressed cartons of records to his secretaries in Ventura. When he started writing books which needed revision, he began his trailer expeditions.

In his earlier days when he was writing primarily for the wood-pulp magazines, his "fiction factory" was a quantity production outfit. He has dictated 70,000 word serials in three and a half days and has kept as many as three stories going at once. His secretaries, three sisters, who formerly were with him in his law office, sat at typewriters with dictaphones at their sides, grinding out this rapid fire fiction.

Although he enjoyed the wood-pulp field and the characters he created for it, the success of the Perry Mason books gradually forced him to abandon it.

Containing more fact than fiction, his book material is obtained from elaborate card indexes, a unique reference library on crime and adventure and files containing priceless bits of information from district attorneys and criminals which he picked up himself.

Several hair-raising adventures resulted from his desire to get realism in his stories. When with some criminals one night, the place got "hot." Bundled into a car, he was taken to another hide-out a small bungalow barricaded with mattresses and blankets. Shortly afterwards sirens started screaming outside the window!

It developed that they were fire engines. But right there he made a resolution that his pictures of organized crime might be less accurate, but from then on they would be viewed from a safer perspective.

Investigating the "hide out" network which stretches from coast to coast, he posed as a San Francisco crook "on the lam" in New York. He talked to a moll who was complaining that "her man" had lost three shipments of booze through mysterious hi-jacking.

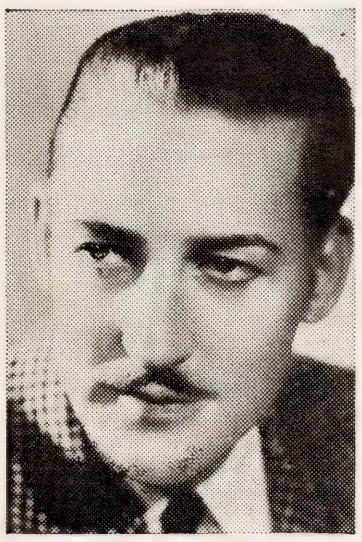
Colorful characters he has met and bits of local color he picks up in his wanderings also provide much of his material.

With high-speed work and a vagabond existence, he is living in the manner he likes best.

"The Case of the Lucky Legs" is his latest novel to be made into a First National picture. Warren William again appears in the role of Perry Mason, debonair lawyer-detective, while others in the cast include Genevieve Tobin, Patricia Ellis, Lyle Talbot, Allen Jenkins, Peggy Shannon and Henry O'Neill.

Jerry Chodorov adapted the story while Archie L. Mayo directed from the screen play by Brown Holmes and Ben Markson.

He's Perry Mason



Of course, he's really Warren William, popular Warner Bros. star, but Erle Stanley Gardner declared he is the detective lawyer of the author's imagination in the flesh. You'll see him in "The Case of the Lucky Legs," coming to the ..... Theatre on .....

Mat No. 106—10*c*

Author Likes Way Book Is Filmed

Writers are seldom pleased with the way their characters are portrayed on the screen.

Erle Stanley Gardner, author of the famous Perry Mason detective stories is an exception, however. He says that Warren William has completely caught the spirit of his characters on the screen. In fact, after visiting the First National studio where the company filmed "The Case of the Lucky Legs" which comes to the ..... Theatre on ....., he declared that William Warren portrayed the role even better than he was able to picture it on paper.

Besides William in the cast are Genevieve Tobin, Patricia Ellis, Lyle Talbot, Allen Jenkins, Peggy Shannon and Henry O'Neill. Archie L. Mayo directed from the screen play by Brown Holmes and Ben Markson.

Stars of Strand Hit

Patricia Ellis and Warren William discussing legs, lucky and otherwise, in "The Case of the Lucky Legs," First National's surprise hit now showing at the ..... Theatre. This is the third time William has portrayed Erle Stanley Gardner's unique lawyer detective Perry Mason, and this time he has the big hit of his career in a play as funny as it is thrilling.

Mat No. 203—20*c*

Actor Squeaked When Nose Was Tweaked

It takes finesse to tweak a nose.

Genevieve Tobin learned this in a scene from the First National picture, "The Case of the Lucky Legs," which comes to the ..... Theatre on ..... Required to tweak the nose of Warren William in order to arouse him from a protracted binge, the blonde actress tweaked a little too hard.

William squeaked, but the anguish he registered didn't fit in with the action of the scene and a retake was necessary. The next time Miss Tobin tweaked more gently.

Others in the cast include Patricia Ellis, Lyle Talbot, Allen Jenkins, Barton MacLane and Peggy Shannon. Archie L. Mayo directed.

Bee Stings Knee Of Leg Prize Winner

Patricia Ellis got stung literally as well as figuratively.

Figuratively, because while she won a contest for the most beautiful legs in the First National mystery drama, "The Case of the Lucky Legs," which comes to the ..... Theatre on ....., the film promoter skipped with the prize money.

Literally, because a honey bee flew on the stage during the filming of the scene, and evidently approving of the judge's decision, alighted on one of Miss Ellis' prize winning legs.

It may have had the best of intentions, but Miss Ellis became alarmed and slapped at it with her kerchief. Piqued at this unfriendliness, the bee jabbed its stinger into her knee.

Patricia didn't think her leg was so lucky, but Director Archie Mayo did, for the scene was in the bag before the swelling set in.

Patricia Ellis Cries All Afternoon

Patricia Ellis cried all one afternoon and ruined seventeen handkerchiefs during the making of a scene for the First National picture, "The Case of the Lucky Legs," which comes to the ..... Theatre on .....

PATRICIA ELLIS in "The Case of the Lucky Legs," at the ..... Theatre.

Mat No. 103
10*c*

Miss Ellis, although she wins the lucky legs contest in the picture, is not so lucky. She is cheated out of the prize money, and not only that, but she is accused of a murder. Consequently the tearful scene. And was her face red when she had finished.

Author Sees His Brain Child Come To Life In Films

Erle Stanley Gardner, the writer who created Perry Mason, lawyer and-crime-solver extraordinary, and Warren William, who brought him to life on the screen, met for the first time on the set of "The Case of the Lucky Legs," the First National picture now showing at the ..... Theatre.

Although William had portrayed Perry Mason in two previous and the writer lived only half a mile from the studio, the two had only corresponded when the new picture started. Responding to the actor's invitation, the writer visited him on the set and got first hand information on how his story was made into a film.

"Warren William is Perry Mason," Gardner said, after seeing him work." I believe that he has caught the spirit of the character even more fully than I have. Any changes I make in Perry in future stories will be to approximate the feeling Mr. William has given the character."

"The Case of the Lucky Legs" is the latest First National picture to be based on one of Gardner's best selling novels. Others in the cast include Genevieve Tobin. Patricia Ellis, Lyle Talbot, Allen Jenkins, Barton MacLane, Peggy Shannon and Henry O'Neill.

Jerry Chodorov adapted the story while Archie L. Mayo directed from the screen play by Brown Holmes and Ben Markson.

William Studies Law To Aid Film Work

Warren William, who is now playing his third role as Perry Mason, the lawyer-detective in Erle Stanley Gardner's most exciting story, has spent his time between pictures studying law to perfect his film work.

Before starting work on the First National production, "The Case of the Lucky Legs," which comes to the ..... Theatre on ....., he finished the first ten volumes of California Jurisprudence and was well into McKinney's Digest.

This is the third time William has played the part of Perry Mason. Genevieve Tobin and Patricia Ellis are featured with him in the picture.

Others in the cast of "The Case of the Lucky Legs" include Lyle Talbot, Allen Jenkins, Peggy Shannon and Barton MacLane. Archie L. Mayo directed from the screen play by Brown Holmes and Ben Markson.

Barton MacLane Turns "Softy" In New Film

Barton MacLane has turned softy.

The screen bad man, who specialized in taking pot-shots at policemen in "G-Men" and "Doctor Socrates" has gone over to the side of the law, playing a police commissioner in the First National picture "The Case of the Lucky Legs," now showing at the ..... Theatre.

This is his first role on the screen in which he doesn't portray the villain or come to a bad end.

"It's all very nice," he says, "Maybe after this picture, mothers won't hide their children behind them when I walk down a street!"

The police uniform won't feel strange on him, however, as he made his reputation on Broadway as a policeman in the play, "Subway Express."

PUBLICITY

"THE CASE OF THE Lucky Legs"

Pat Ellis Hurls Scotch Bottles At Picture Cop

Wrecks Movie Set But Misses Actor In "The Case Of The Lucky Legs"

By FRANCIS HEACOCK

"Pat Ellis," the guide told us, "is doing a little plain and fancy bottle throwing out on stage seven. Would you like to watch her?"

We assured him we'd like to watch Miss Ellis at any time, whether she was throwing bottles or not, so we followed.

Warren William, the star of the picture, First National's "The Case of the Lucky Legs," which comes to the ..... theatre on ....., sat talking with Director Archie L. Mayo. Genevieve Tobin was seated in front of a mirror, repairing her make-up.

Miss Ellis, however, was nowhere to be seen.

Suddenly, from the far end of the stage, came a crash, like that of a glass bottle coming into violent contact with the side of a house.

"Miss Ellis," our guide explained, "must be practicing. Her aim must be good, you see, as she has to throw the bottles at Joseph Crehan, who is playing the part of a police detective who is trying to arrest her as a murder suspect. Miss Ellis doesn't want to be arrested, naturally, so she throws the bottles at Crehan."

Another glassy crash came simultaneously with Director Mayo's call for the cast to assemble for rehearsal.

"Warren William," he said, "is playing the part of Perry Mason, a lawyer and amateur detective. Genevieve Tobin is his secretary. Miss Ellis is a girl who has won a contest for the most beautiful pair of legs and she is suspected of stabbing the fellow who promoted the contest and then ran away with the gate receipts.

"William is trying to hide her in his office, but the cops get wise and break in. So Miss Ellis runs into Mason's private bar and starts tossing bottles at Crehan. Here they go!"

Crehan chased Miss Ellis across the office, but just as he reached the door to the private bar a bottle of Scotch sailed over his head and crashed against the opposite wall.

Crehan ducked back across the office and leaped over a nice, clean leather-upholstered chair just as another bottle of Scotch carried the lamp off the table beside the chair and sent a spray of cold tea —which, our guide told us, is what they use instead of Scotch in pictures—all over the luckless actor as it burst against the wall.

Crehan crouched behind the chair and seized the table alongside it as another bottle—this time it was a gin bottle containing water—smashed through the window over his head.

Crehan leaped from behind the chair, holding the small round table in front of him for protection and three bottles — smashed against it in rapid succession.

A couple more bottles hit the table as he ducked across the room and another knocked off his hat as he jumped through the doorway, seizing Miss Ellis and ending the bottle throwing temporarily.

Director Mayo then moved out of the line of fire as he ordered another scene taken.

"Oh, but really," Miss Ellis protested, "I promise to miss you, Archie."

"Very nice of you, I'm sure," the director replied, "but I prefer the sidelines. However, you might try to miss the camera crew."

Crehan having changed into another suit identical with the one he wore in the first take and the wrecked set having been swept, mopped and repaired, Mayo called for action again.

The scene was repeated, this time running just as smoothly as the original take with the exception that Miss Ellis needed two bottles of Scotch to knock the lamp off the table.

"Now, you nice people," said Mayo, "we'll get a closeup of Mr. Crehan ducking bottles."

"You mean," we asked our guide, "that they're going to do it again?"

"Oh, yes," he replied. "A closeup of Crehan and a closeup of Miss Ellis throwing the bottles. She's very good, isn't she?"

"Yes, indeed," we agreed, wondering if it would not be a humane act to warn the young men whose names are romantically linked with Miss Ellis' of her proficiency at bottle tossing and suggesting that she might be equally accurate with rolling pins and other culinary articles.

"The Case of the Lucky Legs" is based on the most exciting of Erle Stanley Gardner's best selling novels. Others in the cast include Lyle Talbot, Allen Jenkins, Peggy Shannon and Henry O'Neill. The screen play is by Brown Holmes and Ben Markson.

Genevieve Tobin Walks Six Miles Each Day

Genevieve Tobin, leading lady in the First National picture, "The Case of the Lucky Legs," now showing at the ..... Theatre, walks six miles every day she is home at her Montecito estate. When she is working at the studio, she takes her workout on a stationary bicycle in her apartment every morning.

Warren William plays opposite Miss Tobin in "The Case of the Lucky Legs," which is based on Erle Stanley Gardner's novel.

Meet The Winner!

Lyle Talbot and Patricia Ellis choose the winner of their own Lucky Legs Contest, held during an interlude in the shooting of "The Case of the Lucky Legs," with showgirls in the production as contestants. They appear with Warren William and Genevieve Tobin in First National's surprise hit of the year now playing at the ..... Theatre.

Mat No. 205—20*c*

Warren William One Of Hollywood's Paradoxes

Film Colony Hasn't Yet Fathomed Star Of "The Case Of The Lucky Legs"

By LINDA LEATH

If there's anything Hollywood dearly loves, it's a paradox or a "dual personality."

It can take 'em, but it can't leave 'em alone.

"Look at Mae West!" it's fond of saying, "She's a bold, bad woman on the screen. A siren. But in real life, she's entirely different. Doesn't even smoke or drink. A mystery woman, if there ever was one!"

Or you take James Cagney. On the screen, you know what *he* is. Well, can you believe it, in real life, he takes piano lessons!

A paradox is the fondest thing Hollywood is of . . . so it goes on ferreting out more of them, sometimes imagining them where no paradox exists. Take Warren William, for instance.

There's nothing mysterious about Warren. He hasn't even got a "dual personality." But there is something unusual about him, after all, that Hollywood hasn't even noticed.

In private life, Warren William is probably the closest to his screen self of any man in Hollywood!

Perry Mason, the lawyer-detective, in "The Case of the Lucky Legs," the First National picture now showing at the ..... theatre.

What do you conjure up in your mind? A picture of a fascinating character—suave, intellectual, clever, plenty of what the French call "savoir de faire," a gentleman.

Well, that's Warren William to a "T."

He's not a lawyer, of course, nor a detective. But the rest of the attributes hold good. Warren William in real life is a man well worth knowing—but Hollywood society, engrossed in its treasure hunt for paradoxes, hasn't found it out yet.

As a matter of plain fact, that also suits Warren William. For with all his polish in the niceties of social graces, he's not a society man. He likes people. The Williams have their friends, close ones, whom they entertain beautifully. But Society, with a capital S, leaves Warren William cold.

Born in Aitken, Minnesota, son of moderately wealthy parents, Warren William is truly, in a manner of speaking, "to the manner born." He has had a varied career . . . traveled, fought in the World War, sailed the seas in a tiny boat, and had an enviable background on both stage and screen.

Consequently his interests, his hobbies, are as wide and as many as any of the diversions enjoyed by Perry Mason. To name but a few, he is an authority on pyramids, boats, marine law, tennis, archery, fencing, he swims, rides, reads much, is a fluent conversationalist, and has won laurels as an inventor.

Warren William, too, has much of the sardonic impenetrability of Perry Mason. He is an interesting talker but after you leave him you come back to earth with a jolt from the discovery that, after all, Warren has said not one single thing to commit himself.

Yes, Warren William is no Cagney, no Mae West — nor any of the other whom Hollywood points toward with such pride because they lead such different personal lives from the ones they portray on the screen. When you see Warren as Perry Mason, in "The Case of the Lucky Legs," you'll get a good, strong glimpse of the actor as he really is — a daring person, who loves life and gets a great kick out of it — a person who's always up to something, and knows more about a lot of things than he's willing to tell just for the sake of "small talk."

Warren William isn't one of your dual personalities; he's no enigma, he's not mysterious. Yet he's a paradox.

"The Case of the Lucky Legs" is based on the most exciting Perry Mason story by Erle Stanley Gardner. Besides William in the cast are Genevieve Tobin, Patricia Ellis, Lyle Talbot, Allen Jenkins, Peggy Shannon and Henry O'Neill.

Jerry Chodorov adapted the story while Archie L. Mayo directed from the screen play by Brown Holmes and Ben Markson.

Stars Must Have Hobbies States Genevieve Tobin

Can't Be Good Actress Otherwise, Says Leading Lady Of "The Case Of The Lucky Legs"

To be a good actress, one can't be JUST an actress!

Outside activities according to Genevieve Tobin, who has the leading feminine role in the First National picture, "The Case of the Lucky Legs," which comes to the ..... theatre on ....., are far more important that the bare assimilation of stagecraft and technique.

"Amusements, hobbies and accomplishments, all add a certain color to an actor or actress which sometimes mean more than all the technique in the world," said Miss Tobin.

"A role, when it is concentrated upon too much, outside of the studio, gradually loses all proportion and is not played true to life.

"When other things occupy one's mind besides the characterization which is being done at the moment, acting becomes more matter of fact, and falls into its proper place in the scheme of things."

Some knowledge of the other fine arts should be the pre-requisite of every girl who wants an acting career, the actress believes. Not only because they provide outside interests but because they are of direct benefit in giving intelligent performances. Mouthing, parrot-like, the lines of others, without the analysis which knowledge of the arts develops, is not the mark of a good actress, she insists.

"Outside of the fine arts," Miss Tobin said, "down to earth hobbies are of great importance in keeping your equilibrium. The intense attention which is given an interesting hobby acts as a balance wheel to all the minor irritations and nervous strain of the day's work."

Miss Tobin, herself, has a great variety of outside interests. She writes plays and motion pictures scenarios, which she hopes to have accepted for production.

Her main hobby is dog breeding.

GENEVIEVE TOBIN in "The Case of the Lucky Legs," at the ..... Theatre.

Mat No. 101
10*c*

She trains her own dogs, preparing them for the shows.

She is also interested in gardening.

"The Case of the Lucky Legs" is based on the most exciting of Erle Stanley Gardner's Perry Mason stories. Warren William again appears in the role of Perry Mason, debonair lawyer-detective, while others in the cast besides Miss Tobin include Patricia Ellis, Lyle Talbot, Allen Jenkins, Peggy Shannon and Henry O'Neill.

PRODUCTION INFORMATION

"THE CASE OF THE Lucky Legs"

CAST OF CHARACTERS

Perry Mason	Warren William
Della Street	Genevieve Tobin
Margie Clune	Patricia Ellis
Dr. Doray	Lyle Talbot
Spudsy	Allen Jenkins
Bissonette	Barton MacLane
Thelma Bell	Peggy Shannon
Bradbury	Porter Hall
Eva Lamont	Anita Kerry
Frank Patton	Craig Reynolds
Manchester	Henry O'Neill
Ricker	Charles Wilson
Johnson	Joseph Crehan
Doctor	Olin Howland
Mrs. Spudsy	Mary Treen
Sanborne	Joseph Downing

THE STORY

Marjorie Clune (*Patricia Ellis*) a model in a small town department store wins a leg contest promoted by Frank Patton (*Craig Reynolds*). This estranges her from her sweetheart, Dr. Robert Doray (*Lyle Talbot*) who thinks the contest undignified.

Patton skips town with the prize money but is followed by Thelma Bell (*Peggy Shannon*), whom he also has cheated.

Margie goes to a nearby city to search for Patton. She is followed by her employer, John Bradbury (*Porter Hall*) who is in love with her. He retains Perry Mason (*Warren William*) to find her and also Patton.

Mason traces the latter through his faithful stooge, Spudsy (*Allen Jenkins*) but, entering his room, finds him slain with a surgical knife belonging to Dr. Doray.

With the help of his able secretary, Della Street (*Genevieve Tobin*) Mason discovers Thelma and Margie are rooming together. Both deny any connection with the murder. But circumstances point toward Margie and Mason hides her in a hotel.

Margie flees from the city, leaving Mason open to a charge of being an accessory to the crime. Thelma confesses to Mason that she was in Patton's apartment when he was murdered but was locked in the bathroom and didn't see who did it.

Margie had left the city because she had received a forged telegram, supposedly from Mason, telling her to do so. Mason takes her back to the city and she admits she was in Patton's room just after the murder.

Mason hides Margie in his private office. Bradbury rushes in terribly angry because he thinks Margie has run away with Doray.

Police find Margie hidden in a secret room in Mason's office and are about to arrest her and Mason. The latter, however, sends for the District Attorney and Chief of Police and tells Spudsy to bring in Eva Lamont (*Anita Kerry*), a jealous rival of Margie's. It was Eva who had sent the false telegram to Margie.

Mason proves that Bradbury is the man who entered the room and killed Patton by blasting the alibi Bradbury had concocted with Eva Lamont, and by bringing in a policeman who saw Bradbury take the surgical knife from Dr. Doray's car.

PRODUCTION STAFF

Director	Archie L. Mayo
Screen Play by	Brown Holmes and Ben Markson
Adaptation by	Jerry Chodorov
Story by	Erle Stanley Gardner
Photography by	Tony Gaudio
Film Editor	James Gibbon
Art Director	Hugh Reticker
Musical Director	Leo F. Forbstein

OFFICIAL BILLING

"THE CASE OF THE LUCKY LEGS"	100%
by Erle Stanley Gardner	10%
with	
Warren William	75%
Genevieve Tobin—Patricia Ellis	65%
Lyle Talbot	65%
Allen Jenkins	65%
Barton MacLane	65%
Directed by Archie L. Mayo	20%
A First National	40%
Productions Corporation	5%
Picture	25%

BIOGRAPHIES

Warren William

Warren William was born in Aitken, Minn. He always wanted to be an actor, but it wasn't until he had served in the Engineers' Corps of the A. E. F. and the Armistice had been signed that he joined a theatrical troupe.

When he returned to America, Warren joined the road company of "I Love You." More successes followed after which he was called to Hollywood.

His more recent pictures include "Don't Bet on Blondes," "The Case of the Curious Bride" and "Living on Velvet."

The latest film in which he appears is "The Case of the Lucky Legs," which comes to the ..... Theatre on .....

Genevieve Tobin

Genevieve Tobin was born in New York City and educated there and in Paris.

Like so many of her contemporaries, she is a product of the New York stage, but in addition has played much abroad, notably a year at the Queen's Theatre in London where she was featured in "The Trial of Mary Dugan." Her first screen role was "A Lady Surrenders."

Her more recent pictures include "The Goose and the Gander," "Easy to Love" and "Goodbye Again."

Her current production is "The Case of the Lucky Legs," which comes to the ..... Theatre on .....

Patricia Ellis

Patricia Ellis was born in New York, the daughter of Alexander Leftwich, one of that city's most famous stage directors and producers.

She started on the stage when she was scarcely old enough to talk. When older she appeared in such Broadway productions as "The Royal Family," "Once In a Lifetime" and "Elizabeth The Queen."

Signed to a contract with Warner Bros., Miss Ellis has been playing leading feminine roles. Her more recent pictures include "The Pay Off," "Bright Lights" and "Stranded."

Her current production is "The Case of the Lucky Legs," which comes to the ..... Theatre on .....

Sleuth On Woman-Hunt

Patricia Ellis and Warren William in a scene from "The Case of the Lucky Legs," the First National comedy-mystery, now at the ..... Theatre. The film is based on Erle Stanley Gardner's story.

Mat No. 202—20c

(Review)

"Case of Lucky Legs" Both Funny and Baffling

Thrills And Laughs Mark Best Of Perry Mason Stories — Warren William Scores

"The Case of the Lucky Legs," First National's latest Perry Mason film, which was shown at the ..... Theatre yesterday for the first time locally, is not only the best of the Erle Stanley Gardner dramas to come to the screen, but it carries a plot and action so unusual that they make of the picture both a mystery thriller and a hilarious comedy.

The murder is the outgrowth of a contest to find the girl with the most beautiful legs, a sequence which is a show of itself, Hollywood's prettiest girls having been selected as the contestants.

Several contest beauties, and also the lover of the prize winner, are suspected of having slain the crooked contest promoter. Of course the police are baffled until Perry Mason, the famous lawyer-detective of Erle Stanley Gardner's novels, solves the mystery.

Warren William for the third time has the role of Mason. He has come to personify this character.

Genevieve Tobin gives a clever performance as William's secretary-sweetheart, a girl who knows all the answers and masks her love for the boss by a fusillade of wise-cracks.

A more spontaneous romance, however, is carried on between Patricia Ellis, the "girl with perfect legs," and Lyle Talbot, the village doctor, with Porter Hall tangling up the course of true love as the third member of the romantic triangle.

The drama, filled with fast action and many thrills, and leavened by many comedy touches in which Allen Jenkins plays an important part as the blundering investigator and strong arm man for the lawyer-detective, can be compared in entertainment value, only with "Thin Man" of which it is 1935's success.

Others in the cast who do excellent work include Barton MacLane, Peggy Shannon, Anita Kerry, Craig Reynolds, Henry O'Neill, Charles Wilson, Joseph Crehan, Olin Howland, Mary Treen and Joseph Downing.

Archie Mayo has given the production a masterly direction.

Lyle Talbot

Lyle Talbot was born in Pittsburgh where his father was operating a stock company and made his first appearance under his father's direction when sixteen years of age, as a magician.

After several years in stock and in the Little Theatre field, he was signed by Warner Bros. for a role with Douglas Fairbanks, Jr. in "Love Is a Racket."

Since then he has appeared in many outstanding productions including "Page Miss Glory," "Oil for the Lamps of China" and "While the Patient Slept."

His current feature is "The Case of the Lucky Legs," which comes to the ..... Theatre on .....

Allen Jenkins

Allen Jenkins, one of the rare comedy characters of the screen, was born in New York City. He turned to the stage when a boy and has been linked with the theatre ever since.

He started as a chorus boy, playing in the same show with James Cagney. After three years in the chorus, he attended dramatic school and branched out as a character actor. He played in many Broadway successes, including "Blessed Event" and "What Price Glory."

His more recent pictures include "I Live for Love," "The Irish In Us" and "Page Miss Glory."

His current picture is "The Case of the Lucky Legs," now showing at the ..... Theatre.

Barton MacLane

Barton MacLane was born in Columbia, South Carolina, on Christmas day, 1902. At seven his parents moved to Cromwell, Conn., where he graduated from Wesleyan University.

MacLane was captain of the basket-ball team and played halfback on the varsity eleven.

His theatrical ambition began as a boy, however, and he played in High School and College dramas. His first Broadway role was in "The Trial of Mary Dugan."

His first picture work was with Richard Dix in the football movie, "Quarterback."

For Warner Bros. he has recently appeared in "Dr. Socrates," "Page Miss Glory" and "G-Men."

His current production is "The Case of the Lucky Legs," which comes to the ..... Theatre on .....

ACCESSORIES

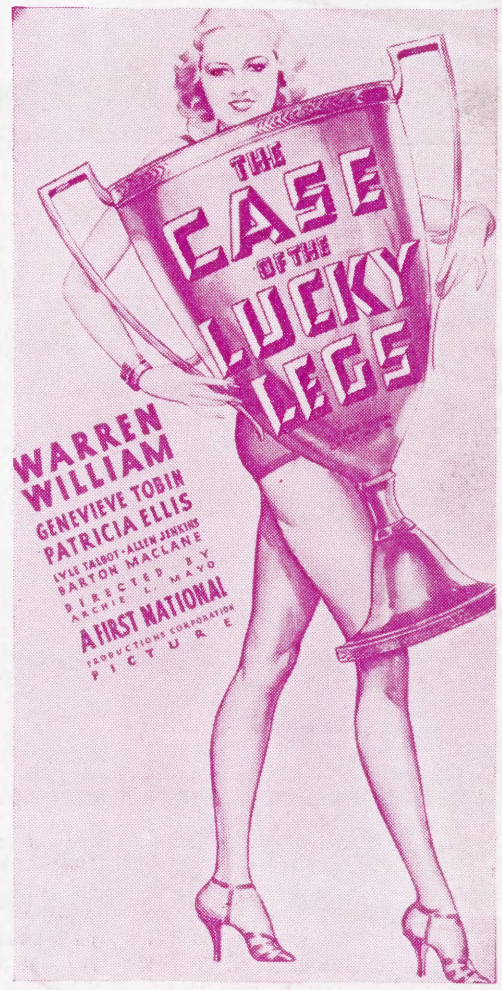
"THE CASE OF THE Lucky Legs"

THE CASE OF THE LUCKY LEGS
WARREN WILLIAM
GENEVIEVE TOBIN · PATRICIA ELLIS
LYLE TALBOT · ALLEN JENKINS
BARTON MacLANE
directed by ARCHIE L. MAYO
A FIRST NATIONAL PICTURE

INSERT CARD

THE CASE OF THE LUCKY LEGS
BY ERLE STANLEY GARDNER
WARREN WILLIAM
GENEVIEVE TOBIN PATRICIA ELLIS
LYLE TALBOT · ALLEN JENKINS · BARTON MacLANE
DIRECTED BY ARCHIE L. MAYO
A FIRST NATIONAL PRODUCTIONS CORP. PICTURE

6-SHEET



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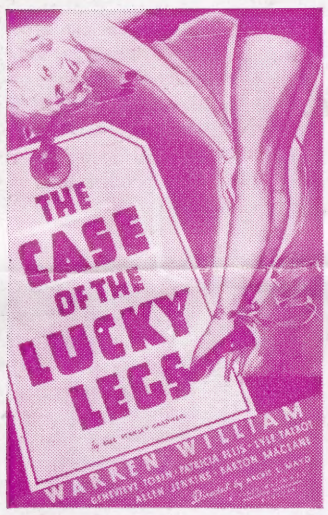

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THE FIRST BIG SURPRISE HIT OF THE SEASON!
THE CASE OF THE LUCKY LEGS
WARREN WILLIAM
PATRICIA ELLIS
GENEVIEVE TOBIN · LYLE TALBOT · ALLEN JENKINS
A FIRST NATIONAL PICTURE

SLIDE

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'OH EVALINE' (Broadway Brevity Series). Hal Leroy gives the folks a chance to see him do some new steps. (20 *minutes—No.* 1027)

'DOORMAN'S OPERA' (Broadway Brevity Series). Charlotte Arren, Johnny Broderick, Evelyn Dall and Ray Heatherton in a gay musical. (20 *minutes—No.* 1020)

'CARTOONIST'S NIGHTMARE' (Looney Tune Series). Laugh cartoon with musical background. (7 *minutes—No.* 9711)

'ALL AMERICAN DRAWBACK' (Pepper Pot Series). Edgar Bergen, famous ventriloquist, and his "Dummy." (10 *minutes—No.* 1805)

'VODKA BOATMEN' (Vitaphone Comedy Series). The Four Yacht Club Boys present a few of their swell songs. (20 *minutes—No.* 1102)

'PLAYGROUNDS' (Our United States Series). Another episode in E. M. Newman's popular series. (9 *minutes—No.* 1902)

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